

Report on station trading:  
Sellers slowing down the seller's market

# Broadcasting Feb 20

The newsweekly of broadcasting and allied arts

Our 47th Year 1978

NEWSPAPER

# WELCOME BACK, KOTTER



If you're not among the pre-sold markets that represent more than half of all U.S. television homes, you ought to talk to us at the NATPE Convention in Los Angeles. We're at the Bonaventure Hotel, Suite 3117-18-20.

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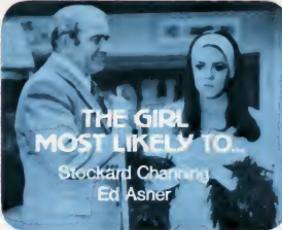
### THE BAIT

Donna Mills  
William Devane  
Michael Constantine



### CAN ELLEN BE SAVED?

Leslie Nielsen  
Michael Parks  
Louise Fletcher



### THE GIRL MOST LIKELY TO...

Stockard Channing  
Ed Asner



### GOODNIGHT, MY LOVE

Richard Boone  
Michael Dunn  
Victor Buono  
Barbara Bain



### ISN'T IT SHOCKING?

Alan Alda  
Louise Lasser  
Ruth Gordon



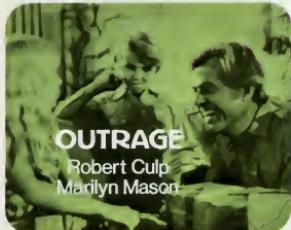
### THE LETTERS

John Forsythe  
Leslie Nielsen  
Lesley Ann Warren



### THE BOUNTY MAN

Clint Walker  
John Ericson  
Margot Kidder



### OUTRAGE

Robert Culp  
Marilyn Mason



### PLAYMATES

Alan Alda  
Connie Stevens  
Doug McClure



### PROMISE HIM ANYTHING...

Eddie Albert  
Meg Foster  
Tom Ewell



### ROLLING MAN

Dennis Weaver  
Don Stroud  
Sheree North



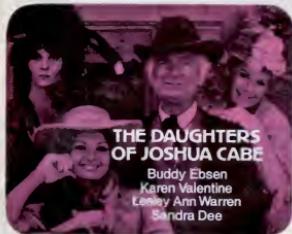
### SAY GOODBYE, MAGGIE COLE

Susan Hayward  
Darren McGavin



### SHE LIVES

Desi Arnaz, Jr.  
Season Hubley



### THE DAUGHTERS OF JOSHUA CABE

Buddy Ebsen  
Karen Valentine  
Lesley Ann Warren  
Sandra Dee



### EVERY MAN NEEDS ONE

Connie Stevens  
Ken Berry



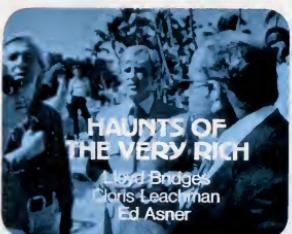
### THE GATHERING STORM

Richard Burton  
Virginia McKenna



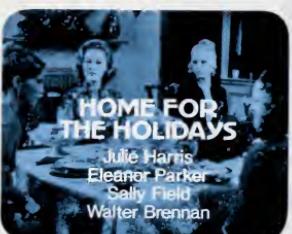
### THE GREAT AMERICAN BEAUTY CONTEST

Eleanor Parker  
Robert Cummings  
Sarah Fawcett-Majors



### HAUNTS OF THE VERY RICH

Lloyd Bridges  
Doris Leachman  
Ed Asner



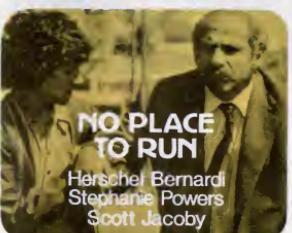
### HOME FOR THE HOLIDAYS

Julie Harris  
Eleanor Parker  
Sally Field  
Walter Brennan



### THE NIGHT STALKER

Darren McGavin  
Carol Lynley  
Ralph Meeker



### NO PLACE TO RUN

Herschel Bernardi  
Stephanie Powers  
Scott Jacoby



### PURSUIT

Ben Gazzara  
E.G. Marshall  
Joseph Wiseman



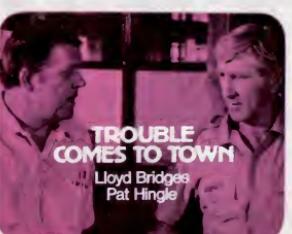
### ROLL, FREDDY, ROLL

Tim Conway  
Jan Murray  
Henry Jones



### TRILOGY OF TERROR

Karen Black



### ROUBLE COMES TO TOWN

Lloyd Bridges  
Pat Hingle



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# The Week in Brief

**FURTHER COMPLICATIONS** □ Now that Joe Allbritton has sold the *Star*, the FCC wants to take another look at its approval of the swap of co-owned WJLA-TV Washington to

*Commissioner Quello on the Allbritton maneuvers:*

“My faith in the free enterprise system has been trifled with.”

Combined Communications for KOCO-TV Oklahoma City and \$55 million in preferred stock. **PAGE 29.**

**DOWN TO WORK** □ The D.C. appeals court several months ago sent back the FCC's fairness doctrine report so it could reconsider two proposals advanced by Henry Geller and Committee for Open Media. The commission cranks up an inquiry. **PAGE 29.**

**READY TO ROLL** □ Two professors—one of law, one of economics—will share the leadership of the FCC's investigation into the networks and their relationships with affiliates. They're raring to go, but they'll have to wait until school's out. **PAGE 30.**

**WIN SOME, LOSE SOME** □ ABC and CBS second-season changes result in so-so ratings, NBC's new entries aren't in yet, but a sweep-period miniseries, *King*, bombs. **PAGE 31.**

**THE HEAT'S ON** □ An American Bar Association committee recommends that bans on electronic coverage of the courts be dropped, while an organization of state supreme court justices takes the matter under consideration. The U.S. Supreme Court, in the person of Chief Justice Burger, stonewalls. **PAGE 33.**

**STATE OF THE MART** □ A two-part annual special report looks ahead to station trading in 1978, when the market might get very tight, and behind to 1977, the year of the big deals. **PAGE 35.**

**AND THE WINNERS** □ NAB announces the results of its latest board elections. One incumbent is ousted, and there are surprises in the radio races. **PAGE 44.**

**TRY IT THIS WAY** □ Proxmire trims back his bill to lift the fairness doctrine and equal time by removing a provision

that would bar the FCC from any interference in programming. He says he didn't want to tie the commission's hands on sex and violence. **PAGE 46.**

**HURRY UP** □ Ribicoff and four co-sponsors introduce a bill to force regulatory agencies to speed up their processes and make them answerable to Congress if they don't. **PAGE 47.**

**PTA'S CRITIQUE** □ The organization reports on its monitoring of the television networks, rating the "best" and the "worst," and announces it's continuing as a watchdog. The networks stay cool. **PAGE 50.**

**WHO'S WATCHING WHAT** □ ABC programs get the best of the demographics, according to an Arbitron study. **PAGE 55.**

**DUPONT DUST-UP** □ The annual broadcasting awards co-sponsored by Columbia University are on TV for the first time, and nine from that medium are honored. Radio is conspicuously absent and the question is whether there were not the time and money to judge its entries or whether they weren't worth the effort. **PAGE 59.**

**THE GAP BETWEEN ACPN AND LPA** □ A New School-sponsored study of local public affairs programming in New York City finds it doesn't match up to ascertained community problems and needs. **PAGE 60.**

**A BOOST TO NPR** □ Live coverage of the Panama Canal debates in the Senate by the public radio network helps it to a five-times greater audience in some of the bigger cities. **PAGE 60.**

**GOOD NEWS FOR LOCAL NEWS** □ A McHugh & Hoffman study find that if HUT levels were dropping for entertainment programming, they were up or holding their own for nightly newscasts. **PAGE 61.**

**SAY THAT AGAIN** □ The FCC orders its staff to come back with some clearer choices as to what to do with the network-nonduplication rules for cable. **PAGE 61.**

**GELLER'S BOSS** □ Commerce Department Under Secretary Sidney Harman has become known for his humanistic approach to management, and now has the opportunity to make his mark in overseeing the new National Telecommunications and Information Administration. **PAGE 82.**

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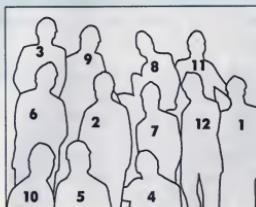
# These are some of the people to ask when you have questions about Gulf.

Finding, producing and transporting energy are complicated jobs. Sometimes the reasons we do things one way instead of another, or do one thing instead of another, aren't clear to anybody outside the business.

But the people and the press have a right to know what we're doing and how it will affect them. So Gulf Oil Corporation has an elaborate system for supplying answers to questions about our company. The people in the picture are just a few of the people who are in charge of Gulf Public Affairs offices in various parts of the country. Below there is a list of names and phone numbers of the Gulf people to call when you need information. We hope you'll use the system, because probably one of the most important challenges we have to meet is maintaining a free and open dialogue with the press.



## Gulf people: meeting the challenge.



### 1. Atlanta, Georgia

Michael M. Kumpf • 404-897-7738

### 2. Boston, Massachusetts

James T. Morris • 617-227-1030

### 3. Denver, Colorado

James W. Hart, Jr. • 303-758-2736

### 4. Houston, Texas

James I. Gatten • 713-750-2170

### 5. Raymond Smokhouse • 713-682-1170

### 6. Los Angeles, California

Ralph E. Lewis, Jr. • 213-553-3800

### 7. New Orleans, Louisiana

Michael H. Nelson • 504-566-2667

### 8. Philadelphia, Pennsylvania

Jack Galloway • 215-563-6633

### 9. Pittsburgh, Pennsylvania

Thomas D. Walker • 412-263-5938

### 10. Santa Fe, New Mexico

A. Samuel Adelo • 505-988-8905

### 11. Tulsa, Oklahoma

Jeffrey P. Harris • 918-560-4305

### 12. Washington, D.C.

Nicholas G. Flocos • 202-659-8720

Gulf Oil Corporation

# Closed Circuit®

Insider report. behind the scene. before the fact

## White's hope

Question intriguing FCC watchers is whether Republican Commissioner Margita White will get her hoped-for reappointment when her term expires June 30. Her chances are uncertain. White House is beginning to compile list of possible candidates for seat that is ticketed for Republican or independent. But White House aide says Commissioner White is not being ruled out.

Conventional wisdom has it that seat, to which Commissioner White was appointed in 1976 after resignation of former Commissioner Charlotte Reid, will go to woman. White House aide says that, given present make-up of commission, sentiment has been expressed for Hispanic-American and engineer.

## Piece of the action

NBC-TV officials and members of sports committee of NBC-TV Affiliates Board of Delegates reportedly have agreed on formula for network compensation to affiliates for carrying 1980 Olympics. Plan also includes allocation of commercial availabilities for local sale within Olympics coverage. Though there had been speculation that affiliates would be asked to carry games without compensation, affiliate sources say that under formula that's been worked out, stations in smaller markets could get about one-third of normal compensation while those in larger markets would get smaller percentage but still enough, some estimated, to go "into six figures."

## Double trouble

FCC may steal march on Department of Justice in prosecution of three television stations under grand jury investigation for alleged price fixing (BROADCASTING, Jan. 9; "Closed Circuit," July 25, 1977). Commission staff, which has been conducting its own inquiry, is understood to have recommended that FCC order renewal hearings for KODE-TV and KTVJ (TV), both Joplin, Mo., and KOAM-TV, Pittsburg, Kan.

## Video cheesecake

Addition of quartet of well-proportioned nurses to NBC-TV's *Black Sheep Squadron* (see story page 52) may be forerunner of wave of *Charlie's Angels* imitations. Formula is known as "girl gangs" and ABC-TV and especially NBC-TV are said to be asking producers for them.

Most ludicrous example may be initial script for re-make of old *Maverick* series for ABC. Plot had original star, James

Garnett, appearing in pilot to introduce new central character, sitting in hotel drinking and resisting advances of amorous woman while main action centered on band of female desperadoes. Mr. Garnett and executives at Warner Brothers killed idea.

## Seeking ally

As counterattack to what it feels is "negative influence" of national Parent Teachers Association, National Association of Broadcasters is trying to link up with National Association of State Boards of Education for purpose of exploring ways to put television to better use as teaching tool. If NAB succeeds in winning NASBE members to its side, effect might be to rob PTA of some of own constituency.

Idea in part is alternative to NAB Chairman Donald Thurston's proposal for creation of new system of rating quality of TV programs, which met with little enthusiasm from broadcasters. Mr. Thurston feels viewers' awareness of TV's positive influences on children could be heightened with NASBE's help in distributing Television Information Office-supported *Teacher's Guide to Television* pamphlet.

## Political pot

With 1978 election year for House (all 435 seats) and Senate (one-third of its 100), TV-Radio Political Action Committee has begun drive for \$200,000 to be pumped into campaigns for deserving candidates. Chairman of TARPAC is Richard Dudley, president of Forward Communications Corp., headquartered in Wausau, Wis.

While TARPAC operates independently of NAB, it functions alongside trade association. Vincent T. Wasilewski, NAB president, is making calls at networks and other larger entities with Mr. Dudley to impress them with need to support campaigns to offset lobbying by cable, land mobile and other interests that conflict with commercial broadcasters.

## News from CBN

Christian Broadcasting Network, Virginia Beach, Va., is firming its plans for recently announced national television news service (BROADCASTING, Feb. 6). Dr. M. G. (Pat) Robertson, network chief, is sending questionnaires to independent television stations around country for their thoughts on how news programs should be presented (time of day, frequency, length of broadcasts and like).

According to Dr. Robertson, CBN will establish news bureaus in Boston, Atlanta,

Dallas (where network owns stations), Los Angeles, Washington and possibly New York or Philadelphia. Foreign bureaus, he said, will probably be first established in London and Jerusalem. CBN is now in contact with about 240 potential stringers in U.S. and abroad. News operation, to have initial budget in \$3-million range, will be "100% commercial," says Dr. Robertson.

## Welcome mat

There won't be any hardware on sale at National Association of Broadcasters first radio program conference, Aug. 20-23 in Chicago, but association has already reserved 50 suites in Hyatt Regency hotel for radio software sellers and will take more in nearby hotel if, as hoped, they're needed. Association is going out of its way to make sure conference remains broadcaster meeting, not just mere showcase for music. But record companies are being encouraged to attend.

Meeting, incidentally, is being called conference not "college," as had originally been announced. Feeling was that radio programmers being sought represent best in business and might be put off by notion of having to go back to "college."

## Searcher sought

Radio Free Europe/Radio Liberty hopes to have its new chief executive officer by midyear when Alex Buchan is expected to retire from his Munich post for reasons of health. Slate of 20 names already has been advanced for broadcast operations now directly underwritten by Congress with no CIA participation.

At Washington meeting last Thursday, Glenn W. Ferguson, 49, president of University of Connecticut, resigned chairmanship of RFE/RL search committee when it was discovered he had received several nominations for top post.

## 'King' is dead

Postmortems on why NBC-TV miniseries, *King*, was ratings flop (see page 31) were thick last week. Some reported blacks found memories of Martin Luther King's death and travails of civil rights movement too painful to relive. But whites—who constitute 89% of TV households—also rejected show in huge numbers, as evidenced by massive tune-out of *King* by big audience that watched Monday lead-in, *Bob Hope*.

Head of major production studio that turned down *King* before Filmways took it on said he expected low ratings. "Whereas *Roots* was sort of a soap opera," he said, "*King* was really a political drama, and Americans don't like political dramas."



# Fast Starter!

Merv Griffin started on WFTV (Orlando-Daytona Beach) this season, 5-6 pm weekdays, and quickly doubled the rating of his drama lead-in!

Merv Griffin started on WTVN-TV (Columbus, Ohio) this season, 4-5:30pm weekdays, and doubled the rating of his network soap lead-in just as fast!

Enormous gains in the time period for both stations.

And with Merv's help, a beautiful buildup for the local news programming that follows.

Merv's carryover effect, combined with strong local news operations, has given WFTV and WTVN-TV substantially larger news audiences this season.

**Count  
on us!**  
NATPE, SUITE 3131,  
HOTEL BONAVENTURE

#### **ORLANDO-DAYTONA BEACH**

Merv has moved WFTV from third place a year ago to first place this year in the 5 to 6 pm weekday slot. First in rating! Share! Households! Adults! Women! And women 18-49!

Compared with year-ago levels, rating, share, adults and women are all up more than 100%. Households up 97%.

In the local news that follows "The Merv Griffin Show," WFTV has increased year-ago viewing by three rating points and five share points. Households are up 26% and adults 30%.

#### **COLUMBUS, OHIO**

In the 4 to 5:30 pm weekday time period, Merv has given WTVN-TV a dominating first-place rank in both adults and women viewers (up from third place a year ago). The station's audience of women tops the closest competition by 30%!

Increases over year-ago levels are 131% for adults and 174% for women. Rating is up 25%, share up 45% and households up 29%.

In the local news that follows Merv, WTVN-TV registers a two-point rating gain and an eight-point share gain over year-ago news viewing. Households are up 21% and adults 34%.

#### **OFF AND RUNNING**

Remember, both stations started "The Merv Griffin Show" in September, and only two months later, in November, these gains were measured. For Merv. And his news lead-out.

Imagine how far ahead the stations are today!

# **"The Merv Griffin Show"**

Source: NSI, Nov. 1977 and Nov. 1976. Estimated audiences are subject to limitations of the rating service.

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# Business Briefly

TV only

**Taco Bell** □ Mexican fast-food chain starts six-month TV flight in mid-March. Grey Advertising, Los Angeles, will seek spots in 18-19 markets during fringe and prime time. Target: adults, 18-34.

**Karastan Rug Mills** □ Division of Fieldcrest Mills begins 10-week TV push in early March for its rugs. Media Basics, New York, will buy spots in three markets—New York, Philadelphia and Hartford/New Haven, Conn., during day, fringe and prime time. Target: women and men, 25-54.

**McDonough Mower Equipment** □ Snapper lawn mowers are featured in nine-week TV drive starting in mid-March. Burton-Campbell, Atlanta, is selecting spots in 30 markets during late fringe and news time. Target: men, 25-54.

**Nabisco** □ Confectionery division features its Chuckles candy in eight-week TV campaign starting in early April. Arnold & Co., Boston, will buy spots in Buffalo, N.Y., and Detroit. Target: women, 18-49, and teen-agers.

**Maaco** □ Auto painting group begins two-month buy in March. Printz Advertising, Philadelphia, will handle spots in 75 markets during fringe and news time. Target: total men.

**Weber Stephens Products** □ Company starts eight-week TV drive for its grills in late March. The Co-ordination Group, Chicago, will buy spots in 50 markets during fringe time. Target: men, 25-54.

**Casteleberry** □ Food company launches eight-week TV flight next week. Tucker Wayne & Co., Atlanta, will arrange spots in five Southern markets including Charlotte, N.C., and Nashville during day and prime time. Target: women 18-49.

**Luzianne Blue-Plate Foods** □ Tea and mayonnaise get six-week TV drive beginning next week. Rosenfeld, Sirowitz & Lawson, New York, will buy spots in Southern markets during day and fringe time. Target: women, 18-49.

**Los Hermanos** □ Wine World Inc. highlights its Los Hermanos wine in six-week TV campaign beginning in early

March. Kaye/Donna/Pearlstein, Beverly Hills, Calif., will place spots in Los Angeles and San Francisco during fringe time. Target: total adults.

**Salada Foods** □ Division of Kellogg Co. features its tea in two three-and five-week TV flights starting in early March and late April. J. Walter Thompson, Chicago, will schedule spots in 17 markets during early fringe, fringe, day and prime time. Target: women and men, 25-54.

**Clorox** □ Company's HVR salad dressing gets six-week TV push beginning next week. Young & Rubicam, New York, will pick spots in 28 markets during fringe time. Target: women, 25-54.

**Stearns Manufacturing** □ Sporting goods firm features its flotation gear in four-to-six-week TV campaign beginning in early April. Stevenson & Associates, Minneapolis, will place spots in 17 markets during fringe time. Target: adults, 25-49.

**Mid-America Farms** □ Group features its fruit in five-week TV push beginning next week. Paragon Companies, Minneapolis, will schedule spots in 10 markets during fringe time. Target: women, 25-54.

**Saluto Foods** □ Subsidiary of General Mills focuses on its frozen pizza in five-week TV buy next month. Target: women, 25-49, and working women.

**Foodways** □ Weight Watchers frozen dinners get four-week TV buy beginning in late March. Ted Barash & Co., New York, will arrange spots in approximately 15 markets including Baltimore, Des Moines, Iowa, and Miami during fringe time. Target: women, 25-54.

**Wm. Underwood** □ Meat spreads will be featured in four-week TV flight beginning in late March. Kenyon & Eckhardt, Boston, will place spots in 50 markets during fringe and prime time. Target: women, 25-49.

**Gold Bond Building Products** □ Division of National Gypsum Co. starts four-week TV campaign for its building products in early April. Faller, Klenk & Quinlan, Buffalo, N.Y., will buy spots in 20-30 markets during day, prime and early fringe time. Target: adults, 18-49.

**Bell Brand Foods** □ Potato chips get four-week TV flight beginning next week. Ogilvy & Mather, Los Angeles, will handle spots in about six markets during fringe time. Target: women, 18-49.

**Carquest** □ Marketing and promotion group for automotive parts and accessories starts three-week TV drive

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when most adults listen.**

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Group W Radio. We may be the most popular morning sound since the coffee percolator.



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PHILADELPHIA KYW  
PITTSBURGH KDKA  
FORT WAYNE WOWO  
CHICAGO WIND  
LOS ANGELES KFWB

WESTINGHOUSE BROADCASTING COMPANY

Represented by

\*Oct., Nov., 1977, ARB Metro Area, Mon.-Fri. 6-10 a.m. Cumulative Audience, Adults 18-; Chicago based on Oct.-Nov., 1976 vs. 1977.

in April. The Pitlik Group, San Antonio, Tex., will seek spots in 30-40 markets during prime and prime access time. Target: total men.

**Magic Chef** □ Kitchen appliances manufacturer highlights its microwave ovens in three-week TV promotion beginning in mid-April. Keller Crescent, Evansville, Ind., will place spots in at least 30 markets during fringe, day and prime time. Target: women, 25-54, and working women.

**National Pet Food** □ Company starts three-week TV drive for its Skipp Premium dog food in late March. Lee King & Partners, Chicago, will select spots in 13 markets during day, fringe and prime time. Target: women, 18-49.

**Sunn Classic Pictures** □ Film company features its latest release, "Beyond and Back," in two-week TV push beginning next week. Media Buying Service, Los Angeles, is placing spots in 100 markets during fringe, day and prime time. Target: total adults.

**Hinkle** □ Easter egg dye gets two-week TV buy starting in mid-March. Fondren/Miller, Lancaster, Pa., will seek spots in about 10 markets during fringe time. Target: women, 18-49, and total children.

**Brown Shoe Co.** □ Buster Brown shoes get one-week TV push beginning in mid-March. Marvin Advertising, Chicago, will place spots in seven markets during day and early fringe time. Target: children, 6-11.

**Craig Car Stereo** □ Company will be one of sponsors of *Rings* special on NBC-TV Wednesday, April 26 (9-10 p.m. NYT), through Needham, Harper & Steers. Other sponsors include Pepsi-Cola (BBDO) and Datsun (William Esty).

**Kraft** □ Company will sponsor musical

special, *Gene Kelly...An American In Pasadena* on CBS-TV, Monday, March 13 (10-11 p.m. NYT) through J. Walter Thompson. Special will star some of Mr. Kelly's leading ladies, Lucille Ball, Gloria De Haven and Liza Minelli.

## Radio only

**Guerlain** □ Perfume and cosmetics manufacturer features its perfume in eight-month radio promotion beginning in early April. Primaute Advertising, New York, will place spots in 30 markets including Atlanta, Denver, Memphis and Seattle. Target: adults, 18-49.

**Van Munching & Co.** □ Heineken beer gets 16-week radio push beginning next week. Doremus-Uptown, New York, will handle spots in eight top markets. Target: men, 18-49.

**Wrangler** □ Jeans and sportswear manufacturer starts seven-to-14-week radio promotion in mid-March. Keyel Donna/Pearlstein, Beverly Hills, Calif., will place spots in Western markets including Denver, San Diego and Seattle. Target: adults, 18-24, and teen-agers.

**Chevron Chemical Co.** □ Ortho garden products is subject of six-week radio flight beginning in late March. McCann-Erickson, San Francisco, is placing spots in 58 markets including Boston, Philadelphia and Washington. Target: men, 35-64.

**W. R. Grace & Co.** □ Agricultural chemicals group begins six-week radio campaign in early April. Howard, Merrell & Boykin, Raleigh, N.C., will place spots in 19 states including Tennessee and Missouri. Target: farmers.

**Bristol-Myers** □ Excedrin gets three-

## BAR reports television-network sales as of Jan. 22

ABC \$80,986,400 (35.2%) □ CBS \$80,331,700 (34.9%) □ NBC \$68,755,700 (29.8%)

Day parts	Total minutes week ended Jan. 22	Total dollars week ended Jan. 22	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on 10 a.m.	138	\$ 908,000	401	\$ 2,557,300	\$ 2,279,100	+12.2
Monday-Friday 10 a.m.-6 p.m.	990	15,479,900	3,020	51,500,300	40,969,000	+25.7
Saturday-Sunday Sign-on 6 p.m.	331	8,200,200	1,023	25,509,500	36,411,500	-19.0
Monday-Saturday 6 p.m.-7:30 p.m.	101	4,135,200	303	13,129,500	12,473,600	+5.3
Sunday	28	5,620,900	91	8,169,500	5,442,800	+50.1
Monday-Sunday 7:30 p.m.-11 p.m.	396	34,551,800	1,287	111,896,900	102,178,800	+9.5
Monday-Sunday 11 p.m.-Sign-off	198	3,635,900	647	13,310,800	12,674,200	+5.0
<b>Total</b>	<b>2,182</b>	<b>\$68,396,700</b>	<b>6,772</b>	<b>\$230,073,800</b>	<b>\$212,429,000</b>	<b>+8.3</b>

Source: Broadcast Advertisers Reports

## Rep appointments

- WcwB-TV Macon and WJCL-TV Savannah, both Georgia: H-R Television, New York.
- WSAV-TV Savannah, Ga.: Avery-Knodel Television, New York.
- KRGV-TV Weslaco, Tex.: Blair Television, New York.
- WSHO(AM) New Orleans and WDZM(AM) Bridgeport, Conn.: Pro-Meeker Radio, New York
- KRMG(AM) Tulsa and KNGK(FM) Oklahoma City, both Oklahoma, KLEO(AM) Wichita, Kan., KYXK(AM) San Antonio, Tex., KFJZ-AM-FM, Fort Worth, WBWU(FM) New Orleans, and KQEO(AM) Albuquerque, Texas State Network, Continental News Service, Servicio Informativo en Espanol: The Christal Co., New York.
- KKFH(FM) Colorado Springs and Delta Farm Network: Gert Bunchez & Associates, St. Louis.
- WNPV(VAM) Lansdale, Pa.: Dome and Associates, Philadelphia.

week radio flight beginning next week. Foote, Cone & Belding, New York, is buying spots in about 15 markets including Baltimore, Chicago, Miami and San Francisco. Target: women, 18-34.

**Mary Quant** □ Cosmetics get three-week radio campaign starting in early April. Peter Rogers Associates, New York, will handle spots in New York, Los Angeles and San Francisco. Target: women, 18-34.

## Washington State Apple Commission

□ Commission starts two-to-three-week radio promotion in early March. Cole & Weber, Seattle, will purchase spots in 82 markets including Atlanta, Cleveland, Los Angeles, Phoenix and Honolulu. Target: women, 25-64.

**ABC-TV** □ Network pushes its Barry Manilow special with one-week radio flight starting next week. McCaffrey & McCall, New York, will schedule spots in five markets including New York and San Francisco. Target: teen-agers.

## Radio-TV

**McCall** □ Publishing company will feature its new monthly magazine, *Your Place*, in two-week TV and radio promotion beginning this week. Creamer Lois/FSR, New York, will handle radio spots in 14 markets and TV spots in eight markets during late fringe time. Target: adults.

**Our National Spot business  
has doubled in the last two years,  
quadrupled in the last four.**

**We blame**

**Peters Griffin Woodward Inc.**

THANK YOU: Bill, Jim, Chuck, Larry, Dennis, Lon, Gene, Ted, Ron, Fredi, Julio, Linda, Marge, Roger, Gloria, Walter, Ed, Susan, Mary, Tom, Brian, Lee, Diane, Ray, Mike, Don, Jack, Tim, Audrey, Dick, Nancy, Bob, M.C., Helene, Marcia, Joe, Greg, Em, Carmen, John, Gabe, Susie, Dee, Jerry, Pat, Nat, Al, Pete, Dorothy.

**KRIS-TV  
NBC Ch.6**  
Corpus Christi, Texas

# Monday Memo®

A broadcast advertising commentary from Peter H. Reader, advertising manager, Pepsi-Cola Co., Purchase, N.Y.

## Pepsi takes Coke head-on in television taste tests

About three and a half years ago Pepsi-Cola Co. began coming to terms with a problem that had been plaguing it for many years. While our national sales figures were healthy and growing, there were certain depressed markets for Pepsi, primarily in the South. Not only was our biggest competitor, Coca-Cola, outselling Pepsi by wide margins in that area of the country, we were trailing an assortment of other brands as well.

We tried just about every promotion, price-off, media blitz and dealer-incentive program we could muster, but we hadn't been able to make a long-lasting dent in the market.

We suspected there might be something wrong with our image in the South, but after researching it, we discovered that wasn't the problem. Pepsi-Cola had no image at all as far as the South was concerned. Our share of mind was lower than our share of market.

We were determined to turn this situation around and began looking for suitable cities in which to experiment.

Dallas was selected as our test market. We had good shelf space, packaging and pricing versus the competition. All we lacked was a decent share of the soft drink market.

Because of the local nature of our image problem, we selected a local agency in Dallas to help us find a solution.

The agency began by doing some basic focus-group research, which included a blind taste test between Pepsi and Coca-Cola. In group after group they found that more people preferred Pepsi-Cola. An idea was born.

A writer at the agency worked up a television campaign based on those blind taste tests and called it: "The Pepsi Challenge." We were intrigued by the Pepsi Challenge notion and undertook a local research survey to substantiate our claim. The results achieved in the agency's focus groups were duplicated in our larger survey.

We knew the comparative advertising concept had worked before in Avis versus Hertz and SOS versus Brillo, so we determined it could do the same for us. We also recognized that in order to be effective our campaign had to have a meaningful claim that was credible to consumers.

The Pepsi Challenge was designed to gain quick attention ... to literally grab people by the lapels and make them listen to our message. We wanted to make consumers realize that they were buying something out of habit. If we could convince people to give Pepsi a chance, we



Peter H. Reader will celebrate his seventh anniversary with Pepsi-Cola Co. this month. He joined the firm as allied brands advertising manager (creative services), and was named advertising manager for Pepsi-Cola in 1974. Prior to joining Pepsi, Mr. Reader was an account executive with Doyle, Dane, Bernbach, working on the Lever Bros. and American Airlines accounts. His taste for Pepsi developed during an earlier stage in his career. For five years he was an account executive with BBDO, serving both the du Pont and Pepsi-Cola accounts.

were confident that they'd find it really does taste better.

A Dallas production company video taped our initial package of hidden-camera Pepsi Challenge commercials. The spots worked so well that Coca-Cola responded with a barrage of promotional activity and increased advertising weight.

But it was to no avail. We had the momentum. We continued with our plan in a single-minded manner.

Our research indicated that the Pepsi Challenge did indeed gain attention for us and was favorably shifting our image in consumers' minds. And our share picture began to brighten.

As our success in Dallas became more and more evident we began planning a roll-out to selected markets.

Our national advertising agency, BBDO, was asked to create and execute this new phase of the Pepsi Challenge because of the campaign's expanded scope.

At first, regional research was used to substantiate our taste claim. To allow us maximum flexibility, however, we undertook a massive, nationally projectable survey. It validated our claim that "Nationwide, more people prefer Pepsi over

Coca-Cola." The Pepsi Challenge is now running in many cities. It's been an unqualified success in each.

Dallas continued to be our test area and we prepared a new flight of commercials last fall to replace the original pool that also served as a prototype for our expansion markets.

For our new flight we wanted to put some more fun in our spots and get them out-of-doors.

Because these taste tests were "open filming" situations without hidden cameras, we had to find filmmakers who wouldn't lead, coach or distract our subjects.

Our BBDO creative team, producers Jane Kirkwood and Dave Perry, account executive Maria Beltrametti and copywriter Mike Shattelle recommended Maysles Films, Inc. for the job. The Maysles brothers, Al and David, had outstanding reputations for their "direct cinema" feature films like "Salesman," "Gimme Shelter" and "Grey Gardens," and they had the knack for putting their subjects totally at ease. The Maysleses are trained to catch those spontaneous looks and laughs that make the Pepsi Challenge commercials honestly enjoyable for the participants and the viewers.

The Maysles producer, Tom Simon, the BBDO agency producer and I selected interviewers from among the local residents where we were filming. Then people were recruited to take the Pepsi Challenge.

At Tulane University, New Orleans, for example, we went to the student activities center and various campus organizations to round up students for a "marketing research project." No mention was made of Pepsi. We were very careful not to let people know who we were because we didn't want them "telling us what we wanted to hear." We were looking for totally honest reactions. This wasn't a guessing game.

We duplicated this procedure on a riverboat in Waco, Tex.; at a family restaurant in Mobile, Ala.; and at shopping centers in Chicago and Seattle.

The 10 spots we gleaned from the Maysles footage are designed to get one all-important idea across to viewers: People who let their taste decide pick Pepsi.

This format has also proved successful for our Pepsi Challenge radio campaign. Because our radio spots are 60's and our TV spots are 30's, we've made a series of montage radio commercials that blend the tracks from a number of interviews, giving us full 60-second commercials with the same impact we achieve on TV.

We're bringing Pepsi-Cola directly to the people, and asking them to let their taste decide. It's that simple—and we're that confident.

# FILMWAYS RADIO PRESENTS PROGRAMMING FOR A GREAT '78.

**RECORD REPORT** – Charlie Tuna delivers all the news of the world's top pop music stars in ten 3½-minute programs per week, featuring exclusive stories and actualities. **COUNTRY CONCERT** – A weekly one-hour program capturing concert performances of country music superstars, such as Johnny Paycheck, Dolly Parton, Kenny Rogers, Tammy Wynette, Tom T. Hall, Jim Ed Brown & Helen Cornelius. **THE CHARLIE TUNA SHOW** – One of the nation's top radio personalities hands out humor and phone bits, blended with the top contemporary hits. Five hours of programming each week. **THE WOLFMAN JACK SHOW** – Six hours of programming per week spotlights

the unmatched style of Wolfman Jack, plus a perfected selection of contemporary hit records.

**COUNTRY NEWS** – A daily 3½-minute newscast covering what's going on in the world of country music, featuring inside news stories and country star comments. **20 • 40 FORMAT** – Filmways' adult contemporary format that's winning the numbers in the all-important 18 - 34 demographic. A mix of familiar music and warm personality. **FILMWAYS RADIO COUNTRY FORMAT** – Four of the biggest names in country radio, Harry Newman, Gene Price, Ron Martin, and Bobby Shannon, provide up to 24 hours of new, professional programming every day, localized and customized. A new live-sounding concept in broadcast automation.



**FILMWAYS RADIO INC.**

1610 N. Cahuenga Blvd. / Hollywood, CA 90028 / (213) 462-6421



# YOUR DOG PROBABLY EATS BETTER THAN THEY DO.

## **Storer stations are concerned about the aged and are doing something about it.**

Today for many of the 23 million Americans 65 and older, the term "Golden Years" is a cruel joke.

Nearly 1 in 6 lives in poverty, their small fixed incomes eaten alive by soaring inflation. One-third, it's estimated, get fewer than 3 meals a day. Some are starving. Others resort to eating from garbage cans.

This is in a nation that last year spent more than \$1.6 billion for dog food, and over a half-billion for cat food.

To make matters worse, about two-thirds of our elderly live in cities or suburbs, where they're preyed upon by thieves, drug pushers and muggers. Often ill, and afraid to venture out, many live lonely desperate lives in small inadequately heated rooms.

Worse yet, it's figured that by the year 2,000, there will be 30.6 million Americans 65 or older—one out of every eight.

Obviously there's an urgent need for help. A need Storer Stations respond to by calling the plight of senior citizens to the attention of local communities in editorials and programming.

WJBK-TV in Detroit, for example, recently fought against the medical phenomenon called "transfer trauma" said to cause many elderly deaths. Due to budgetary considerations, a 200-patient Long Term Care Facility was to be converted into a psychiatric treatment center, and elderly patients scattered among other facilities. Heeding the pleas of WJBK-TV, legislators responded with overwhelming support for a grant to continue the Facility.

WSPD-TV in Toledo faced a different problem. A law designed to give heating bill discounts to the elderly and disabled was passed. But because of official foot-dragging, those who qualified had little over a month to apply. Application forms were hard to come by and the plan flopped. That is, until WSPD-TV took up

the cudgel for simplifying procedures and eliminating the deadline.

In San Diego, KCST-TV editorials gave enthusiastic support to a volunteer effort by local police. Their offer: free home inspections for senior citizens, to check doors and windows and recommend ways to make homes more burglar-proof. KCST-TV also threw its backing behind legislation to correct nursing home abuses with toll-free hotlines, surprise checks by the District Attorney, plus more.

Getting deeply involved in the vital affairs of the communities they serve is typical of all Storer Stations. We feel the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

## **Broadcasting that serves.**

THE **STORER**  
**STATIONS**  
STORER BROADCASTING COMPANY

# Datebook®

■ indicates new or revised listing

## This week

**Feb. 19-20** — **Idaho Cable Television Association** convention. Holiday Inn, Boise, Idaho.

**Feb. 21** — **Television Bureau of Advertising** regional seminar. New York Hilton, New York.

**Feb. 21** — Public meeting, **Carnegie Commission on Future of Public Broadcasting**, Waldorf Astoria hotel, New York.

**Feb. 21-23** — **National Association of Evangelicals** 36th annual convention. Radisson South hotel, Minneapolis.

**Feb. 21-23** — **Washington Cable Television Association** meeting. Tye Motor Inn, Tumwater, Wash.

**Feb. 22-23** — **Radio Advertising Bureau** sales clinic. Hilton Inn-Detroit Metropolitan Airport, Detroit.

■ **Feb. 22** — **Los Angeles Advertising Club** luncheon with Frank Mankiewicz, National Public Radio president, speaking on "Television and the Manipulation of American Life." Beverly Hilton hotel, Los Angeles.

**Feb. 22-24** — **North Central Cable Television Association** convention. Pioneer Inn, Oshkosh, Wis.

**Feb. 23** — **Radio Advertising Bureau** sales clinic. Carousel Inn, Cincinnati.

**Feb. 23** — FCC's new deadline for comments in inquiry on problems encountered by "saturated" cable systems in complying with FCC's mandatory signal carriage rules (Docket 21472). Replies are now due March 27, FCC, Washington.

**Feb. 23-27** — **Annual "Take a Broadcaster to Lunch" benefit of Radio-Television Council of Greater Cleveland**. Jessica Savitch, NBC Washington correspondent, will be speaker. Cleveland Plaza hotel, Cleveland.

**Feb. 23-24** — **Louisiana Cable Television Association** annual meeting. Best Western Chez Vous, Shreveport, La.

**Feb. 24** — Deadline for entries by FM stations in U.S. and Canada for 10th annual Armstrong Awards for excellence and originality in FM programming. Competition is at the University of Columbia where late Edwin Howard Armstrong was professor of electrical engineering and researcher. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

**Feb. 24-25** — **NBC Radio Network** regional affiliate meeting. Sheraton National hotel, Arlington, Va.

**Feb. 24** — **National Association of Broadcasters** seminar on effect of new cable provision of copyright law. NAB headquarters, Washington.

**Feb. 24-25** — Industrial forum, "Managing the Entertainment Business by the Graduate School of Management, UCLA." Six panels will feature key executives in film, television, agency and recording businesses. UCLA, Los Angeles.

**Feb. 24-25** — **Oklahoma Broadcasters Association** winter meeting. Skirvin Plaza hotel, Oklahoma City.

**Feb. 26-28** — **CBS Radio Affiliates Board** meeting. Cerromar, Dorado Beach, Puerto Rico.

## Also in February

**Feb. 27-March 3** — Annual Public Radio Conference, sponsored by the **Corporation for Public Broadcasting** and **National Public Radio**. Representative Lionel Van Dierin (D-CO) will speak at March 3 luncheon. St. Francis hotel, San Francisco.

**Feb. 27** — **Pennsylvania Association of Broadcasters** congressional gold medal reception and dinner. Washington Hilton, Washington.

■ **Feb. 28-March 1** — Two-day course on "Trends

and Practices in Public Information and Public Affairs," sponsored by **New York University** and **Public Relations Society of America**. Barry Jagoda, special assistant to President for media and public affairs; Sunny Jones, public affairs officer, U.S. Military Academy; and Alvin M. Hattal, director of broadcast news and media services, Department of Commerce, will speak. Edward DeFontaine, AP Radio; Sam Donaldson, ABC; George Herman, CBS; Barbara Newman, National Public Radio; John Ray WITG-TV Washington, and Carl Stern, NBC, will participate in panel. Mayflower hotel, Washington.

**Feb. 28** — **Radio Advertising Bureau** sales clinic. Hilton Gateway, Kissimmee, Fla. (for Orlando area).

**Feb. 28** — Special meeting of the engineering committee of the **Association of Maximum Service Telecasters**. AMST headquarters, 1735 DeSales Street, N.W., Washington.

## March

**March 1** — Deadline for entries for **American Bar Association's Gavel awards**. Television, radio, wire services and news syndicates are among the categories that will be judged for efforts during 1977 to increase public understanding of the American system of law and justice. Committee on Gavel Awards, ABA, 77 South Wacker Drive, Chicago 60606.

**March 1** — **Radio Advertising Bureau** sales clinic. Holiday Inn-National Airport, Washington.

**March 1** — Deadline for entries in competition for distinguished service in health reporting, sponsored by the **American Chiropractic Association**. Cash prizes and medallions of merit will be awarded in radio, television, newspaper and magazine categories. Entry forms: Journalism Awards, ACA, 2200 Grand Avenue, Des Moines 50312.

**March 1** — Deadline for entries in the 1977 Roy W.

Howard Awards competition for public service last year by a commercial radio station and by a commercial television station. Bronze plaque and \$2,500 will be given the over-all broadcast winner with \$1,000 awards for the first runner-up in radio and the first runner-up in television. Contact: F Ben Hevel, **The Scripps-Howard Foundation**, 500 Central Avenue, Cincinnati 45202.

**March 1** — Deadline for entries in 1977 **National Broadcast Editorial Association** awards competition (regional and national in radio and TV). Inquiries: Art McDonald, c/o KOMO-TV Seattle 98109.

**March 1-2** — Combined television and media workshops of **Association of National Advertisers**. Plaza hotel, New York. Contact: William Kistler, ANA, 155 East 44th Street, New York 10017.

**March 2** — **Television Bureau of Advertising** regional seminar. Hyatt Embarcadero, San Francisco.

**March 3** — **Television Bureau of Advertising** regional seminar Olympic hotel, Seattle.

**March 4** — Meeting of **Region 14 of Radio Television News Directors Association**, Georgia State, Atlanta.

■ **March 4** — Open meeting of **National Public Radio** board of directors. Hotel St Francis, San Francisco.

**March 4-8** — **National Association of Television Program Executives** conference. Bonaventure hotel, Los Angeles.

**March 5-8** — **Ohio Cable Television Association** annual convention. Marriott Inn, Columbus, Ohio.

**March 5-8** — **International Tape Association's** eighth annual seminar: "Audio/Video Update—1978." Tucson Marriott hotel, Tucson, Ariz.

**March 6** — FCC's new date for replies in VHF drop-in inquiry (Docket 20418). FCC, Washington.

**March 6-9** — **California Community Television Association's** fourth annual congressional-FCC conference. Meetings are scheduled during the day on March 6, 7

## Major meetings

Hilton, Los Angeles.

**June 17-20** — **American Advertising Federation** annual convention. St. Francis hotel, San Francisco.

■ **June 18-20** — Annual meeting of **NBC-TV affiliates**. St. New York Hilton, New York.

**Sept. 17-20** — **National Radio Broadcasters Association's** annual convention. Hyatt Regency Embarcadero hotel, San Francisco. Future conventions: Oct. 6-8, 1979, Washington Hilton hotel, Washington; Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

**Sept. 17-20** — **Broadcast Financial Management Association's** 18th annual conference. Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York, 1980 conference will be Sept. 14-17 at Town and Country hotel, San Diego.

**Sept. 20-22** — **Radio Television News Directors Association's** international conference. Atlanta Hilton hotel, 1979 conference will be at New Marriott hotel, Chicago. Sept. 11-14, 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

**Oct. 28-Nov. 2** — **National Association of Educational Broadcasters** annual convention. Sheraton Park hotel, Washington.

**Nov. 13-15** — **Television Bureau of Advertising** annual meeting. Continental Plaza hotel, Chicago.

**Nov. 15-18** — National convention of **Society of Professional Journalists, Sigma Delta Chi**. Hyatt House, Birmingham, Ala.

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PITTSBURGH WKTQ/WSHH  
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MIAMI/FT. LAUDERDALE WAXY  
DENVER KBPI  
PORTLAND KPAM AM/FM  
KANSAS CITY KBEQ  
COLUMBUS WNCI  
MEMPHIS WHBQ

and 8 with FCC officials, members of Congress and White House officials. There will be a preconference briefing March 5 by National Cable Television Association and CCTA staff members. Reception and dinner on March 6 are to honor California and Arizona congressmen and reception and dinner March 7 to honor FCC commissioners and staff. Hyatt Regency, Washington.

**March 7**—Eighteenth annual International Broadcasting Awards presentation dinner. Sponsor is *Hollywood Radio and Television Society*. Century hotel, Los Angeles.

**March 7-8**—Third annual conference on CATV reliability, cosponsored by *Society of Cable Television Engineers* and *Broadcast, Cable and Consumer Electronics Society of IEEE*. Holiday Inn West, St. Louis. Contact: Judith Baer, (202) 659-2131.

**March 8**—Exhibit 78, sponsored annually by *Washington chapter of American Women in Radio and Television*. Samples of work of Washington area col-

leagues studying broadcasting and related fields will be displayed. Studios of WTTG-TV Washington.

**March 9—Radio and Television Correspondents Association** dinner. Washington Hilton, Washington.

**March 9**—Deadline for students to submit entries for annual *Radio Television News Directors Association* scholarships. Entries should go to chairman or department heads at schools for forwarding to Radio Television News Directors Foundation. Information: Rob Downey, secretary of RTNDA c/o WKAR(AM) East Lansing, Mich. 48824.

**March 10**—Spring luncheon meeting of *New York Market Radio Broadcasters Association*. Guest speakers: Dick Orkin and Bert Berdis of Dick & Bert Creative Services, Chicago. Americana hotel, New York.

**March 11**—Joint meeting of *Radio Television News Directors Association region 13* and *Chesapeake AP Broadcasters* with workshops on broadcast writing.

elocation and legal pitfalls. Maryland Inn Annapolis, Md. Contact: Ted Landphair, WMAL-TV Washington.

**March 13**—Deadline for comments in *FCC notice of inquiry* and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations. FCC, Washington.

**March 13-15—Indiana Broadcasters Association** spring meeting. Hyatt Regency hotel, Indianapolis.

**March 13-16—Annual spring conference of Electronics Industries Association**. Mayflower hotel, Washington.

**March 14—New York State Broadcasters Association** 24th annual meeting. The Tuf Inn, Albany. The NYSA legislative dinner will be held that evening at Convention Hall, Empire State Plaza, Albany.

**March 14—Television Bureau of Advertising** regional seminar. Hyatt O'Hare, Chicago.

**March 15**—Deadline for entries in *Radio Television News Directors* competition, including Edward R. Murrow Awards for courage, enterprise and social awareness in reporting a significant community problem. There also are RTNDA awards for spot reporting, investigative reporting and editorial/commentary. Entry forms: RTNDA, 1735 DeSales Street, NW, Washington 20006.

**March 15**—FCC's new deadline for comments in inquiry examining economic relationship between cable and broadcast television, including cable demand and penetration, audience diversion, audience-revenue relationship and service to public (Docket 21284). Replies are now due May 15, FCC, Washington.

**March 16-19—Women in Communications** midyear board meeting, Chariot Inn, Austin, Tex.

**March 17-19—Society of Professional Journalists, Sigma Delta Chi**, region 3 conference. Mobile, Ala.

**March 17-19**—National convention of *Intercollegiate Broadcasting System*. Baltimore hotel, New York.

**March 21**—Fifth symposium on microwave mobile communication as precede to *Institute of Electrical and Electronics Engineers* Vehicular Technology Conference, Denver.

**March 21—Ohio Association of Broadcasters** congressional dinner. Hyatt Regency, Washington.

■ **March 22—International Radio and Television Society's** 38th anniversary banquet. ABC Inc. is to receive 1978 Gold Medal of IRTS. Americana hotel, New York.

**March 24**—FCC's new date for comments in inquiry into possible changes in commission's form 395—annual employment report (Docket 21474). Replies are now due April 21, FCC, Washington.

■ **March 27**—FCC's deadline for comments on proposal to expand cable television relay service band from 12.7-12.95 ghz to 12.7-13.20 ghz (BROADCASTING, Jan. 16). Replies are due April 26, FCC, Washington.

**March 29—NBC Radio Network** regional affiliate meeting. Sheraton Renton Inn, SeaTac Airport, Seattle.

**March 31—NBC Radio Network** regional affiliate meeting. Opryland hotel, Nashville.

**March 31**—FCC's new date for replies in its FM quadraphonic broadcasting inquiry (Docket 21310). FCC, Washington.

**March 31-April 1—Society of Professional Journalists, Sigma Delta Chi**, region 4 conference. Cascade Holiday Inn, Akron, Ohio.

**March 31-April 1—Society of Professional Journalists, Sigma Delta Chi**, region 12 conference. New Orleans.

## April

**April 5**—Luncheon to induct John Caples, BBDO, and Dr. George Gallup into *American Advertising Federation's* Advertising Hall of Fame, Waldorf-Astoria hotel, New York.

**April 5**—New England Advertising Research Day sponsored by the *Advertising Research Foundation*. Sheraton Boston, Boston.

**April 5-7**—Annual worldwide conference and

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The ITC ESL-IV Series machine is super-fast (25-29 IPS), but gentle with tapes in NAB size A cartridges. It is super-quiet, super-rugged and ITC engineered to outlast and out perform any other eraser or splice locator made. Pays for itself in time saved and consistent results. All this and our famous 2-year warranty plus a 30 day money-back guarantee of satisfaction.

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Form No. 112-0008

workshop of *American Forces Radio and Television*. Sportsmen's Lodge, Los Angeles.

**April 5-8**—Annual convention of *The National Honorary Broadcasting Society, Alpha Epsilon Rho*. Alladin hotel, Las Vegas. Contact: Gary Lico, vice president for public information, SFM Media Service Corp., New York, (212) 682-0760.

**■ April 6**—*Missouri Broadcasters Association* awards presentation. Ramada Inn, Columbia, Mo.

**April 7-8**—*Society of Professional Journalists, Sigma Delta Chi*, region 6 conference. Minneapolis-St. Paul.

**April 7-9**—*Broadcast Education Association* 24th annual convention, Convention Center, Las Vegas.

**April 7-9**—*Society of Professional Journalists, Sigma Delta Chi*, region 2 conference. Airport Holiday Inn, Greensboro, N.C.

**April 7-9**—*Women in Communications* meeting for Great Lakes region 2. Hollenden House, Cleveland.

**April 7-9**—*Women in Communications* meeting for South region 8. Carolina Inn, Chapel Hill, N.C.

**April 8**—Meeting of the board of directors of the *Association of Maximum Service Telecasters*. MGM Grand hotel, Las Vegas.

**April 8**—Career workshop for New England area, sponsored by *Women in Communications Boston chapter*. George Sherman Union building, Boston University, Boston.

**April 9**—*Association of Maximum Service Telecasters* 22nd annual membership meeting. Las Vegas Convention Center, Las Vegas.

**■ April 9-11**—Annual convention of *Illinois-Indiana Cable TV Association*. Forum Thirty hotel, Springfield, Ill.

**April 9-12**—*National Association of Broadcasters* annual convention. Las Vegas.

**April 10-11**—*New York State Cable Television Association*'s spring meeting. Quality inn, Albany.

**April 12**—Deadline for reply comments in *FCC* inquiry and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations. FCC Washington.

**April 12**—Annual meeting of *New England Cable Television Association*. Meadowbrook Inn, Portsmouth, N.H.

**April 13**—*NBC Radio Network* regional affiliate meeting. Sheraton Airport Inn, Phoenix.

**April 13-14**—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Dunes hotel and country club, Las Vegas.

**April 13-14**—Second annual *Texas Association of Broadcasters* Southwest broadcast conference and clinic. Texas Tech University, Lubbock, Tex.

**April 14-15**—*Radio Television News Directors* region one seminar. Seattle.

**April 14-15**—*Women in Communications* meeting for Northeast region 6. Waldorf-Astoria, New York.

**April 14-16**—*Women in Communications* meeting for West region 5. Snowbird Ski and Summer Resort, Snowbird, Utah.

**April 14-16**—*Women in Communications* meeting for Pacific Northwest region 1. Marylhurst Education Center, Portland, Ore.

**April 15**—Meeting of *region 14 of Radio Television News Directors Association*. University of South Florida, Tampa.

**April 15**—Regional workshop of *Radio Television News Directors Association* and *Department of Journalism, Duquesne University*. Duquesne University, Pittsburgh, Pa.

**April 16-18**—*Canadian Association of Broadcasters* annual meeting. Queen Elizabeth hotel, Montreal.

**April 18-19**—*Alabama Cable Television Association* annual "Citizen of Year" awards meeting. Honored will be Fred Singlet, force behind establishment of Hall of Fame Bowl football game in Birmingham. Hyatt House, Birmingham, Ala.

**April 19-21**—Spring convention of *Kentucky Broadcasters Association*. Senator Wendell Ford (D-Ky.) will

be the principal speaker. Executive West Inn, Louisville, Ky.

**April 21-22**—*Society of Professional Journalists, Sigma Delta Chi*, region 1 conference. Hotel Hershey, Hershey, Pa.

**April 21-22**—*Society of Professional Journalists, Sigma Delta Chi*, region 8 conference. Holiday Inn West, Oklahoma City.

**April 21-23**—*Society of Professional Journalists, Sigma Delta Chi*, region 9 conference. Park City, Utah.

**April 21-23**—*Society of Professional Journalists, Sigma Delta Chi*, region 10 conference. Davenport hotel, Spokane, Wash.

**April 21-23**—*Society of Professional Journalists, Sigma Delta Chi*, region 11 conference. South Coast Plaza hotel, Costa Mesa, Calif.

**April 21-27**—*MIP-TV*, 14th annual international marketplace for producers and distributors of TV pro-

gramming. Palais des Festivals, Cannes, France.

**April 22**—Meeting of *Radio Television News Directors Association* region 7 in conjunction with AP; UPI; Society of Professional Journalists, SDX; Indiana University and Purdue University, Indianapolis. Campus of last-named, Indianapolis.

**April 22**—Regional workshop by *Radio Television News Directors Association* and *Pennsylvania Association Press Broadcasters*. Pocono Hershey, near Wilkes-Barre, Pa.

**April 23-27**—*Seventh American Institute of Aeromatics and Astronautics* communications satellite systems conference. San Diego. Information: David Brown, Hughes Aircraft, P.O. Box 92919, Los Angeles 90009, (213) 648-3786.

**April 24**—Twentieth annual Broadcasting Day, sponsored by *Florida Association of Broadcasters* and *University of Florida College of Journalism and Communications*. FAB board will hold its spring meeting on

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**April 26—Women in Communications Indianapolis chapter** "Matrix Dinner" Stouffer's, Indianapolis.

**April 26-29—American Association of Advertising Agencies** annual meeting, Camelback Inn, Phoenix.

**■ April 28-29—New Mexico Broadcasters Association** meeting, Hilton hotel, Albuquerque, N.M.

**April 28-29—Society of Professional Journalists, Sigma Delta Chi**, regions 5 and 7 joint conference, in conjunction with SDX Distinguished Service Awards ceremonies. Bel Air hotel, St. Louis.

**April 28-May 2—Pennsylvania Association of Broadcasters** annual convention, St. Croix, Virgin Islands.

**April 29-30—New Mexico Broadcasters Association** annual convention, Four Seasons, Albuquerque, N.M.

**April 29-May 2—Chamber of Commerce of the United States** 66th annual meeting, Washington.

**April 30-May 2—Action for Children's Television** seventh annual symposium on children's TV, Washington.

**April 30-May 3—Annual convention of the National Cable Television Association**, Rivertown Convention Center New Orleans.

## May

**■ May 1-3—Association of Canadian Advertisers** annual seminar, Royal York hotel, Toronto.

**■ May 2—Television Bureau of Advertising** retail workshop, Waldorf-Astoria, New York.

**May 5-6—Sixth annual Gospel Radio Seminar**. Chairman of steering committee is Jim Black, director of gospel music, SESAC. Airport Hilton, Nashville. Information: Gospel Radio Seminar, P.O. Box 22912, Nashville 37202.

**May 9-10—Annual meeting of CBS-TV affiliates**, Century Plaza hotel, Los Angeles.

**May 11-13—Louisiana Association of Broadcasters** spring convention, New Marriott East, Cleveland.

**May 18—CBS Radio Network** regional affiliate meeting, Sheraton Twin Towers, Orlando, Fla.

**May 17—NBC Radio Network** regional affiliate meeting, Sheraton Safari, Dallas/Fort Worth Airport.

**May 17-18—Ohio Association of Broadcasters** spring convention, New Marriott East, Cleveland.

**■ May 18-19—Arizona Broadcasters Association** spring convention, Little America, Flagstaff, Ariz.

**May 19-20—Public Radio in Mid America** spring meeting, KCUR Kansas City will be host station. Hilton Plaza Inn, Kansas City, Mo.

**■ May 21-23—Washington State Association of Broadcasters** spring meeting, Sheraton Spokane hotel, Spokane, Wash.

**May 21-24—Tenth annual Southern Educational Communications Association** conference, WDCN-TV Nashville will be host, Opryland hotel, Nashville.

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**June 21-24—Florida Association of Broadcasters** 43rd annual convention, The Colony Beach & Tennis Resort, Longboat Key, Sarasota, Fla.

**June 22-23—Broadcast Financial Management Association/BCA** quarterly board of directors meeting, Opryland hotel, Nashville.

**June 23-24—Radio Television News Directors Association** board meeting, Atlanta Hilton, Atlanta.

**June 25-28—Public Broadcasting Service's** annual membership meeting, Fairmont hotel, Dallas.

**■ June 25-30—National Association of Broadcasters** joint board meeting, together with board of Canadian Association of Broadcasters. Hotel Toronto, Toronto.

## July

**July 12-16—Combined Colorado Broadcasters Association/Rocky Mountain Broadcasters Association** meeting, Manor Vail, Colo.

**■ July 15-18—Television Programmers Conference** 22nd annual meeting, Hyatt Regency hotel, Nashville. Information: A.C. Wimberly, KMMC(TV) Lubbock, Tex.

**July 15-18—California Broadcasters Association** midsummer meeting, Del Monte Hyatt House, Monterey, Calif.

**July 15-19—National Association of Farm Broadcasters** summer meeting, Fairmont hotel, San Francisco.

**■ July 16-28—Eleventh management development seminar sponsored by National Association of Broadcasters**. Harvard Business School, Boston. Information: Ron Iron, director of broadcast management, NAB, Washington.

## August

**Aug. 10-11—Arkansas Broadcasters Association** summer convention, Inn of the Ozarks Motel and Convention Center, Eureka Springs, Ark.

**Aug. 21-23—National Association of Broadcasters** radio programming conference, Hyatt Regency hotel, Chicago.

## September

**Sept. 10-12—Louisiana Association of Broadcasters** fall convention, Royal Sonesta hotel, New Orleans.

**■ Sept. 12-14—Wescon/78 electronics show and convention**, Convention Center, Los Angeles.

**Sept. 15-16—Annual meeting of Public Radio in Mid America**, WHAM(AM) Madison, Wis., will be host station. Wisconsin campus, Madison.

**Sept. 16-18—Nebraska Broadcasters Association** annual convention, Kearney, Neb.

**Sept. 17-20—Broadcast Financial Management Association's** 18th annual conference, Dunes hotel and country club, Las Vegas.

**Sept. 17-20—National Radio Broadcasters Association** annual convention, Hyatt Regency Embarcadero hotel, San Francisco.

**Sept. 20-22—Radio Television News Directors Association** international conference, Atlanta Hilton hotel, Atlanta.

**■ Sept. 22-24—American Radio Relay League's** 24th national convention, Town and Country Convention Center, San Diego. Contact: San Diego County Amateur Radio Council, P.O. Box 82642, San Diego 92138

**Sept. 24-26—CBS Radio Affiliates** board of directors meeting, Arizona Biltmore hotel, Phoenix.

**■ Sept. 25-29—Seventh International Broadcasting Convention**, sponsored by Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society and Society of Motion Picture and Television Engineers Wembley Conference Center, London

**■ Sept. 26-28—CBS Radio Network** affiliates convention, Arizona Biltmore hotel, Phoenix.

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# Open Mike

## All for one

**EDITOR:** The National Association of Broadcasters is to be congratulated, as is BROADCASTING, for recognizing that non-commercial WBAI-FM New York deserves broad support in its Supreme Court case over the "seven dirty words." The endorsement of WBAI in your Jan. 16 editorial, and in the NAB's planned amicus brief, may be less than absolute, but at least the commercial broadcast industry can avoid repetition of the embarrassing criticism of broadcasters issued at the NAB's 1964 annual convention by then-FCC Chairman E. William Henry on the occasion of Pacifica's last major battle with the FCC. To refresh your readers' memories, the following are excerpts from his speech:

"... during the past year the commission renewed the licenses of the Pacifica Foundation radio stations ... Complaints originally came to the commission from several sources and varied from disgust over allegedly obscene programming to charges of the possible affiliation of key personnel with the Communist Party.

"Now, when a regulatory agency is called upon to handle allegedly obscene Communists, it indeed has a hot potato on its hands ... At every public meeting of broadcasters I have attended, a speaker has only to declare himself in favor of freedom to be rewarded by an automatic burst of applause. But oratory is easy; firm action is difficult. Surely, if ever there was a time when the freedom of broadcasting was at stake, this was it. Who took action in this case?

"Which state association sent delegations to Congress charging that the FCC had deferred the Pacifica licenses for an unwarranted period and was operating outside its jurisdiction? Which of you wrote me a letter urging the commission to dismiss these charges and to reaffirm the commission's time-honored adherence to the principles of free broadcasting? Where were your libertarian lawyers and their amicus briefs—your industry statesmen with their ringing speeches? Did the sound and fury reach no ears but ours?"

"If broadcasters or their advocates felt involved in this issue, there is no evidence in our records to indicate those feelings. Apparently, no one commercial broadcaster felt obliged to make his views known to the FCC." —Herbert A. Terry, *assistant professor, Department of Telecommunications, Indiana University, Bloomington.*

## Who also serve

**EDITOR:** Your Feb. 13 special report on ABC's 25th anniversary was an exceptionally well done chronicle of the company's growth and performance over the past quarter century.

An important part of our success has been the support of our 195 primary television network affiliates and their contributions to the ABC family. The list of primary affiliates supplied for that report omitted 10 stations that share in our leadership, and I would like to publicly acknowledge their contributions:

KWAB Big Spring, Tex.; KAVE-TV Carlsbad, N.M.; KMV-TV Wailuku, Hawaii; KUPK-TV Garden City, Kan.; KWNB-TV Hayes Center, Neb.; WCDC Adams, Mass.; ZFB Hamilton, Bermuda;

KVEW Kennewick, Wash.; KVJU-TV Sayre, Okla.; KXIX Victoria, Tex.—Richard J. Connally, *vice president, public relations, broadcasting, ABC Inc., New York.*

## Declaration for independents

**EDITOR:** Your special editorial section Jan. 30 on independent television was thoughtful, thorough and well written. We found it particularly meaningful for two reasons.

First, it drew attention to the considerable body of research that confirms the effectiveness of advertising on independent stations. These studies are sound and extremely important, but they still are not widely known or fully accepted.

And second, it's significant that your magazine recognizes through your strong coverage of independent television, that this segment of the industry is a well-established part of today's broadcasting scene.—Carmen J. Bolton, *president, Bolton Broadcasting Ltd., New York.*

## Friend in need

**EDITOR:** I learned some pretty amazing things during the great blizzard of Jan. 26-27.

(1) Many communities are not prepared for disaster situations.

(2) Radio is more potent than some give it credit for.

(3) The real meaning of "serving the public interest, convenience and necessity."

WCWA was thick in the dissemination of emergency information during the worst disaster ever to hit Toledo.

A listener suggested on the air that civilians who would like to help the 25,000 people without electricity by volunteering their time and four-wheel drive vehicles should be able to organize. The caller suggested that he would operate from a center with many phone lines. In a matter of a little time, a real estate office was given to him and the process began. In the meantime, WCWA suspended normal programming and continually updated the operation for civilian help, titled the "WCWA Command Post." Records were kept of people fed by the effort, and in a little more than 36 hours of operating, 75% of participating neighborhood precincts reported distributing food or meals 5,960 people.

It amazes me that the whole thing was started by a phone call and a quick decision to get involved. After all, isn't that the implication of the phrase: "public interest, convenience and necessity?" —Mike Morin, *program director, WCWA(AM) Toledo, Ohio.*

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### Top of the Week

## FCC wants another look at WJLA swap

**Commission hauls back its previous approval of Allbritton deal with Combined Communications after he announces sale of 'Star'; matter should come to a head this week**

The FCC has put another hitch in Joe L. Allbritton's plans for trading WJLA-TV Washington to Combined Communications Corp. The commission voted 6 to 0 last week to reconsider its action of last month approving the transfer, and plans to decide this Friday (Feb. 24) what new action it will take.

At issue is Mr. Allbritton's sale of the *Washington Star* to Time Inc. for \$20 million, which was approved in principle last week by the boards of Time Inc. and Mr. Allbritton's *Washington Star* Communications Inc. It was the financial health of the *Star* that was uppermost in the minds of some commissioners when the commission decided on a 5-to-2 vote to approve the application under which WSCI would receive CCC's KOCO-TV Oklahoma City and \$55 million in preferred stock, a deal estimated to be worth upwards of \$100 million for Mr. Allbritton.

The commission acted on its own motion at the urging of Commissioner James H. Quello, a member of the majority, who said the facts on which the commission's decision was based had changed. "I believe we should review these changed circumstances and assess their significance in order to determine whether or not the public interest and the commission's processes might better be served by a modification or reversal of our earlier decision," he said in a memorandum to his colleagues. (In private conversations, Commissioner Quello has expressed his feelings about the Allbritton matter in this fashion: "My faith in the free enterprise system has been trifled with.")

The commission on Friday dispatched a letter to WSCI, seeking facts surrounding Mr. Allbritton's decision to sell the *Star*. The commission's only information—other than that provided by the press—was a brief letter from Mr. Allbritton on the day the *Star* sale was announced, on Feb. 3, stating that the sale would further

assure the newspaper's viability.

One question Commissioner Quello wants answered is the extent to which the commission should be concerned with a "time frame" in which the newspaper's sale was announced "shortly after" the commission's Jan. 12 action. Although Mr. Allbritton is reported to have initiated talks with Time Inc. a year ago, he said "serious negotiations" were begun only about a week before the agreement was announced (BROADCASTING, Feb. 6). The commission has asked for the answers in affidavit form by Tuesday (Feb. 21).

The reason for the short deadlines is that Feb. 24 is the date by which the WJLA-TV sale contract contemplates a final, non-reviewable order; without one, either party could walk away from the agreement. The contract terminates on Feb. 28 if the agreement is not consummated by then.

But even a commission decision to affirm its earlier decision would not necessarily pave the way for consummation of the agreement. Four citizen groups that had petitioned the commission to deny the assignment applications have appealed the

original action, and Edward J. Kuhlmann, of Citizens Communications Center, their attorney, said the appeal would simply be amended to include a recitation of events since it was originally filed. Thus another commission vote to approve would not produce a "nonreviewable" order. (The commission did not act on the groups' petition for stay of the approval order; the commission said that was not necessary at present, but that it would consider the petition if it affirms the approval order.)

It was not clear last Friday what the parties will do in the face of the appeal, even if the commission action this week permits them to go ahead with the transaction. It is understood that there had been no discussions between the parties as to whether they would extend the contract, close at their peril or abandon the project.

Lawrence R. Wilson, chief counsel for CCC, said the principals there had not yet addressed the question of proceeding, and would not until they had all the facts, including Mr. Allbritton's reaction. However, he appeared definite on one point—a commission order setting the transaction

## Fairness in for another going-over

The FCC has initiated an inquiry that could lead to major changes in its administration of the fairness doctrine. A notice, which is in response to a court order, asks comments on two proposals: one to provide for a voluntary system of public access and one designed to assure licensee compliance with the fairness doctrine obligation to cover controversial issues of public importance—the so-called 10-issue proposal.

The commission rejected both in 1974 when it adopted its "Fairness Report" following the first review of the doctrine since it was adopted in 1949. But the U.S. Court of Appeals in Washington, while rejecting most arguments made in appeals that were filed challenging the action, said the commission had not given a hard enough look at the public-access 10-issue proposals (BROADCASTING, Nov. 14, 1977).

The access proposal was advanced by the Committee for Open Media, and the 10-issue idea by Henry Geller, the former FCC general counsel who is due to be named assistant secretary of commerce in charge of the new National Telecommunications and Information Administration.

COM suggested that broadcasters who adopt a voluntary system of access—under which one hour each week would be set aside for spot announcements and longer programs by the public—be presumed to be in compliance with the fairness doctrine and thus free of further commission scrutiny. Thus, COM maintains, its proposal would effectively remove government from fairness doctrine regulation.

Under the 10-issue proposal, broadcasters would be required to compile annually a list of 10 controversial issues of public importance that they chose to cover in the preceding year, list offers of response made and note the representative programming presented on each issue. The lists would be filed with the commission at renewal time.

The inquiry was issued on a 6-to-0 vote—Commissioner Robert E. Lee was absent—but it was evident the unanimity was a result largely of the realization that the court order afforded the commission little discretion on the matter.

While Chairman Charles D. Ferris and Commissioner Joseph Fogarty said they would welcome comments on the proposals—Commissioner Fogarty called the 10-issue proposal "reasonable"—some other commissioners seemed less enthusiastic. Commissioner James H. Quello made it clear he would have some critical comments to make if the proposals were eventually translated into rulemaking proposals. And Commissioner Abbott Washburn said the 10-issue proposal was "bad."

for hearing "would probably kill" the deal.

Berl Bernhard, Mr. Allbritton's lawyer, said he could not "speculate" what would happen after Feb. 24. But he said, "our intention is to go forward."

The commission's vote to reconsider did not reflect unanimous sentiment for a change of mind regarding the sale. Commissioners Robert E. Lee, who was absent from the meeting on Thursday (he was attending the 25th anniversary celebration of KOLN-TV Lincoln, Neb.), Abbott Washburn and Margita White are expected to stand by their original decision to approve. Commissioner White said as much regarding her position. Commissioner Quello presumably would join with the original dissenters—Commissioners Joseph Fogarty and Tyrone Brown—in seeking reversal of the commission's decision. That would leave Chairman Charles D. Ferris as the swing vote.

And he said he would probably reach "the same conclusion" on reconsideration that he did originally—that additional research had persuaded him of correctness of the legal basis of the original decision. But, he said, "I want to go through the process again without the *Star* [being a factor]."  
It's understood he also wants to make certain that Mr. Allbritton was candid and above board in his representations to the commission.

A key question in the commission's decision to approve was whether the preferred nonvoting stock Mr. Allbritton would receive would place him outside the reach of the multiple and media-crossownership rules. (Mr. Allbritton is selling WJLA-TV in accordance with a condition attached to the commission's approval of his acquisition of WSCI in 1975 that he come into compliance with the rule banning newspaper-broadcast crossownership in the same market. Since, under his agreement with Time, he would remain as publisher and chief executive officer of the *Star* for at least five years, the question is whether that rule would continue to apply to him.)

Chairman Ferris said he had agreed with Commissioner Brown's interpretation of the rule that nonvoting preferred stock would insulate Mr. Allbritton from the rule. But, he said, "in view of how the rule had been interpreted" over the years, he decided to vote for approval "because of the representation" regarding the benefit that would accrue to the *Star*.

The commission's Broadcast Bureau stood by its original recommendation for approval of the WJLA-TV transaction, which did not turn on the question of the financial infusion the sale would provide the *Star*. (The representation of an aide to Mr. Allbritton indicating the agreement was structured in a manner designed to aid the newspaper, commission officials say, did not constitute a commitment on Mr. Allbritton's part.) Richard Shiben, chief of the Renewal and Transfer Division, said, "We feel you should let the order stand." However, he also said the commission might want to "reassess" its position in view of the changed circumstances.

## Network study set to roll at FCC in June

Million-dollar budget for 1978-79 is Ferris aim

FCC Chairman Charles D. Ferris's search for key members of a staff to conduct the long-stalled inquiry into allegations that television networks exercise undue influence in the industry was longer and more difficult than he anticipated. (His original deadline was 30 days after his swearing in, on Oct. 17, 1977.) But in Thomas G. Krattenmaker and Stanley M. Besen, whose appointments to serve as co-directors of the inquiry the commission announced on Feb. 10 (BROADCASTING, Feb. 13), Chairman Ferris would appear to have come up with men with strong credentials for the job.

Essentially, they are academicians with experience in how government operates. Mr. Krattenmaker, who teaches constitutional and antitrust law at Georgetown University Law Center, served for a year as chief of the evaluation division of the Federal Trade Commission's Bureau of Consumer Protection. Mr. Besen, who has taught economics at Rice University since 1965, has served as a consultant to the Office of Telecommunications Policy and other government agencies and has written widely on communications policy matters.

What's more, they appear to have the necessary enthusiasm to undertake what may be a difficult and lengthy responsibility (each has been given a two-year leave of absence from his respective university). Mr. Krattenmaker talks of the job as offering a "challenging and exciting opportunity." And Mr. Besen is "anxious" to begin.

But they will have to contain themselves for a while. Because of their teaching commitments, they will not be able to start work full time on the project until June.

For Mr. Krattenmaker, 35, the new post



Besen

will mean a return to government service after a period of six years. From 1971 until 1972, when he joined the Georgetown faculty, he was chief of the evaluation division of the FTC's Bureau of Consumer Protection. In that job, he examined areas of potential concern to the commission, and suggested remedies it could consider for dealing with any problems that were uncovered. (Nutritional advertising was one of eight or nine areas his unit looked into, and the resulting report evolved into a proposed rule to regulate nutritional claims in most food advertising.)

He has also had a taste of government-related work as a consultant—to the Review Panel on New Drug Regulation of the Department of Health, Education and Welfare, and to the FTC and the Consumer Product Safety Commission.

Mr. Krattenmaker received his BA degree in economics with high honors in 1965 from Swarthmore College and graduated from Columbia University School of Law, where he was magna cum laude and notes editor of the *Columbia Law Review*, in 1968. He was on the law school faculty of the University of Connecticut for two years until receiving an appointment as law clerk to Supreme Court Justice John M. Harlan.

Mr. Besen, 40, received a BA from City College of New York in 1958, an MA in 1960 and a PhD in 1964 from Yale, then began a career that took him to a teaching assignment at the University of California at Santa Barbara and then to a post as an economist with the Institute for Defense Analyses before joining the Rice faculty.

And over the years, he has become known in the communications policy-making establishment that includes academicians who serve as consultants to various agencies.

He served as a Brookings economic fellow at OTP from 1971 to 1972, and later served as a consultant there. He has also been a consultant to the Department of Defense and the Rand Corp., and received a National Science Foundation grant for communications policy research. What's more, he is a member of the national telecommunications policymaking task



Krattenmaker

force of the Aspen Institute Program on Communications and Society.

Mr. Besen has one book to his credit—"Introduction to Monetary Economics"—and has written articles and papers on the economics of commercial and public broadcasting and cable television, among other areas of the economy.

The thrust of some of the papers on communications matters reflects a strong sentiment for freeing the regulated industries of much of the regulation—and the protection that goes with it—that they now know. In a paper he delivered at a conference in Washington in December, for instance, he praised the FCC for relaxing barriers to entry of a number of new services in the common carrier market but criticized it for continuing to maintain regulatory restrictions—on cable television, for instance—he thought were unnecessary. Among his studies is one analyzing the elements of network-affiliation contracts.

Although they will be spending full time on their present jobs for the next few months, Mr. Krattenmaker and Mr. Besen are beginning to think about their new assignment. The co-directors, who have met in Chairman Ferris's office and who have talked to each other on the telephone, plan to meet in Washington next week to begin organizing their work.

An initial job will be to line up staff. They are expected to hire as many as six more professionals and, in addition, to retain consultants. (It is assumed that the two professionals in the present office of network study will be engaged in the inquiry, although that was not definite last week.)

To pay for the inquiry, the commission will seek a \$250,000 supplement to its 1978 budget and an amendment of \$750,000 to the budget for 1979, which is pending before Congress.

## More questions than answers on TI receiver

**Washington presentation does not resolve the issues of whether it will actually increase number of U channels and how much it will cost**

Texas Instruments tried its new television receiver concept on a Washington audience last Thursday to mixed reviews. The Association of Federal Communications Consulting Engineers heard a presentation by TI's senior communications engineer, Darrell L. Ash, who fielded some of their questions. The big ones, however, remain unanswered.

TI is under a \$200,000 FCC contract to develop a high-performance television receiver that would be more spectrum efficient than sets now in use. "That goal was accomplished," Mr. Ash said. "We have fulfilled the contract as far as the FCC is concerned in that we have proved an im-

proved-performance TV receiver can be constructed at a low cost."

The major improvement claimed for the new set is a tuner that can reduce by almost half the number of unusable or taboo UHF channels. The commission imposes a table on UHF channel assignments that classifies as taboo approximately 18 UHF channels for each UHF transmitter licensed in a given area. These taboos are based on current receiver performance, which because of a number of factors—image frequency problems, IF beat, adjacent channel interference, crossmodulation and intermodulation and noise levels—is poor. TI says that with better channel control, its set reduces visual noise and thus eliminates the taboos on roughly eight channels for each channel in use.

But even if the TI receiver can reduce taboos to the extent claimed for it, the number of possible UHF channel allocations will not be substantially increased, according to several independent computer search studies. "We did a computer search of cities from Maine to Florida that indicated very little additional channel space would be freed up if the taboos were reduced," said Howard Head, managing partner of A.D. Ring & Associates, Washington. Another study done for the Corporation for Public Broadcasting by W.J. Kessler Associates, a Gainesville, Fla., engineering firm, reached the same conclusion.

However, both studies said the new tuner was nonetheless desirable because it will improve UHF reception. "The elimination of certain UHF taboo restrictions can provide flexibility in the assignment of UHF channels, which will in turn produce less over-all interference and permit the consolidation of all UHF stations serving a given market into one area—such as an antenna farm," the CPB report concluded.

The cost of TI's tuner is also in dispute. Mr. Ash says it will not increase retail costs by more than \$30. Mr. Head disagreed. The \$30 figure may be accurate for top-of-the-line sets such as the RCA XL 100 used in the TI project. Mr. Head said, but cheaper sets contain fewer and lower quality parts and will be more expensive to improve. "Most of the stuff you need is already in that RCA receiver," he said. "If you go out and buy a gutless wonder which doesn't have the basic requisite parts it's going to be expensive."

Set manufacturers have shown more interest in the new tuner than TI had expected, Mr. Ash said, citing orders placed by Magnavox, RCA, Sony and three Canadian manufacturers, among others. But most of those attending the TI presentation last Thursday, similar to one given in Chicago in December, saw these orders as the natural reaction of TI's competitors. They suggested that the manufacturers, like the engineers, were reserving judgment pending more complete information.

The commission's report on the TI project was due out several months ago, but is now waiting on some additional adjustments TI was asked to make.

## Second-season bows going to ABC, CBS; NBC trailing

**'King' dramatic documentary is major disappointment; 'Fantasy Island' and 'Love Boat,' on other hand, are coming on strong**

Two weeks worth of second-season ratings are in, and it looks as though both ABC-TV and CBS-TV have gained some and lost some with their prime time schedule maneuvers. NBC-TV is waiting with its second-season series entries until late in the month, and in the meantime is taking a beating with its specials line-up in what was also the second week of the February sweep period.

An especially devastating defeat for NBC in that respect was the performance of its \$5-million, three-part miniseries, *King*. *King* was crushed in its first installation on Sunday, Feb. 12, by CBS's movie special, "Gator," with Burt Reynolds, and by ABC's three-hour *How the West Was Won*. *King* finished last with an 18 share to "Gator's" 41 and *West's* 36.

*King* was unable to generate momentum after that. In its second episode Monday, Feb. 13, it pulled only a 23 share, even with the benefit of a whopping 41 share lead-in from Bob Hope's variety special. *King* again scored third for the night, beaten by CBS's regular series line-up and by ABC's *Honeymooners* and *Love Boat* valentine specials. And in its final episode, *King* managed only a 24 share, pulling a lower rating point tally—15.1—than its lead-in, a valentine special featuring various TV stars and called *I Love You*. That also had a 24 share, but a 16.3 rating. ABC's regular series demolished both NBC and CBS that night, with its lowest share of the night a 39 for both *Soap* and *Family*.

Prime-time ratings averages for sweep week two (Feb. 6-12) were 22.1 for ABC, 20.7 for CBS and 17.4 for NBC.

On the plus side for ABC in second season performances, the scheduling of the new series, *Fantasy Island*, on Thursday at 10 p.m., behind the almost-new hit, *Love Boat*, is shaping up to be almost as formidable a block as the *Happy Days/Laverne and Shirley* juggernaut on Tuesdays. In two weeks with the new line-up facing regular competition, both *Island* and *Boat* have scored above-40 shares, leaving the competition to split the remainder of the audience with sub-30 share each.

Also encouraging for ABC is *Starsky and Hutch*'s improvement in its new birth at 10 p.m. Wednesday, behind *Charlie's Angels*, where it has scored two 36 shares. On the not-so-positive side, the trade-off of *Baretta* to *Starsky*'s old slot at 10 p.m. Thursdays is faring poorly. But since *Baretta* won't be back next season in any event (Robert Blake has quit), ABC is probably less concerned about that show than it is about *The Six Million Dollar*

**Judging a book.** *Newsweek* magazine festooned its Feb. 20 issue with a cover picture of well-endowed Suzanne Somers, star of ABC-TV's *Three's Company*, attired in revealing lingerie. The shot touted a lengthy article about sex on TV. Its conclusion: "What is disturbing... is that so much of the sex on TV seems designated to pander to prurience in the most cheaply exploitative manner." The article catalogued many examples of the increase in sexual themes and references in prime-time TV (while noting that sex has long been a staple of daytime soap operas), and discussed how well those themes are handled from the point of view of both objectors and defenders. It also posed this issue: "How can a mass, family medium manage to appear both modern to the more sexually adventurous audience and moral to the traditionalists?" In any event, the *Newsweek* cover apparently attracted somebody's attention. The day after the issue hit the stands, *Three's Company* racked up a 36.1 rating and a 53 share, several points higher than its lead-ins, *Happy Days* and *Laverne and Shirley*, and 8.4 rating points higher than its season-to-date average.

**Man,** who appears to have met his match in NBC's *Little House on the Prairie*.

Both *Man* and *Little House* now air at 8 p.m. Monday. ABC has ended up with a not-very-bionic 26 share average for the two weeks, while NBC maintains at least high-30's shares with *Little House*.

But CBS has also had a hand in hurting ABC that night with its new Monday lead-off combination, *Good Times* and the new sitcom, *Baby, I'm Back*. Considering NBC's competition with *Little House*, both shows looked good with even 30 shares for both weeks. The new line-up continues with *M\*A\*S\*H* at 9 p.m.—still a trooper with mid-30 shares both weeks. *One Day at a Time* and *Lou Grant* follow. Both started out strong, but showed signs

of weakening the second week when ABC came in with a made-for-TV movie after airing a news special the first week.

Not so good for CBS are the early-evening performances of its new Tuesday night line-up, *Celebrity Challenge of the Sexes* and *Shields and Yarnell*. Against ABC's *Happy Days*/*Laverne and Shirley*, nobody expected miracles, but neither show pulled more than a 21 share with no appreciable competition from NBC. The new Tuesday night movie slot, on the other hand, has turned in two solid performances with two big-name theatrical films—"Chinatown" with Jack Nicholson (a 33 share) and "Hustle" with Burt Reynolds (a 32)—against the rest of ABC's strong Tuesday line-up.

## In Brief

House Communications Subcommittee Chairman **Lionel Van Deerlin** (D-Calif.), speaking to National Telephone Cooperative Association in San Diego Friday (Feb. 17), said there should be immediate **waver of FCC crossownership rules barring telephone companies from providing broadband video services in rural areas**. But more than that, he said he thinks Congress and commission should re-examine telephone/cable crossownership restrictions "across the board." Cable industry could be expected to disagree, but congressman said if phone company or cooperative were prohibited from controlling programming, "perhaps the drawbacks of a telephone company monopoly in both broadband and narrowband services are more imaginary than real!" For any broadcasters within hearing, he added this: "As alarming as it might sound to my friends in the broadcasting industry, we already have a wired nation." Those wires are owned by telephone companies and cooperatives and the question for policy makers is whether it is wise to wire it a second time especially when the technology exists to integrate services. As I look ahead, it appears to me that the expansion of telephone companies and cooperatives into new services threatens the existing cable industry far more than it does the existing broadcasting industry."

FCC Commissioner **James H. Quello** told some 50 delegates to first membership meeting of National UHF Broadcasters Association in Atlanta Friday (Feb. 17) "1978 will be the year of UHF." He cited assurances from Chairman Charles Ferris that commission was ready to implement specific long-range plan that would lead to parity with VHF; Mr. Quello asked NUBA to help provide "logical, specific course of action" that would improve both reception and transmission of UHF signals. Representative **Henson Moore** (R-La.) told NUBA that prevailing sentiment of House Communications Subcommittee is for "fine-tuning," not complete rewrite, of Communications Act. He also said subcommittee is scheduled to meet March 1 for first rewrite planning session.

**Robert MacNeil**, executive editor of Public Broadcasting Service's *MacNeil/Lehrer Report*, refused to comment on specifics being dis-

## Cool it on sex, CBS's Jankowski tells Hollywood

New broadcast group chief, in maiden speech, says it isn't so much what you do as how you go about it

Gene F. Jankowski made his first speech as president of the CBS/Broadcast Group last week and used the occasion to caution the Hollywood community to go easy in its handling of sexual themes.

He didn't mention sexual themes specifically, but his meaning seemed clear. And he also stressed that it isn't the theme itself that has to be watched so much as the treatment of it.

Addressing the Hollywood Radio and Television Society, Mr. Jankowski said "it is important that we meet the challenge of providing the new and different for television, while accepting—not establishing—the social mores of our time. It would be sad indeed if any of us believed that this challenge cannot be met.

"However, we feel that it is time to slow the pace of what appears to be a trend toward what might be termed objectiona-

cussed with ABC News and Sports President **Roone Arledge** but said decision regarding his possible move to commercial side would be coming this week. Speculation was that Mr. MacNeil would replace **Harry Reasoner** (who reportedly is close to being freed from his ABC contract for likely move to CBS) or perhaps both Mr. Reasoner and **Barbara Walters** as sole anchor of *ABC Evening News*. Still considering move back to public television is CBS correspondent **Bill Moyers**.

□ Senator **Barry Goldwater** (R-Ariz.), ham radio enthusiast and author of legislation to reduce noise interference to television from citizen band radios, has been added to roll of **Senate Communications Subcommittee**. Senator **Robert Griffin** (R-Mich.), ranking Republican on that subcommittee, has announced he has changed his mind about retiring from Senate and will stand for re-election this year. He is in line to become ranking Republican on full Commerce Committee following planned retirement at end of this term of Senator James Pearson (R-Kan.).

□ **National Public Radio**, heartened by apparent burst in listenership (see page 60), will resume its full, live coverage of Senate's debate on Panama Canal treaties today (Feb. 20), and will probably continue throughout week.

□ **CBS-TV averaged 34.4 rating and 51 share** for boxing card topped by **Muhammad Ali-Leon Spinks fight** last Wednesday (Feb. 15, 8-11:30 p.m. NYT). Network estimated 65 million people watched some portion of telecast that reached peak of 44.6 rating and 70 share when championship bout was against local programming on other networks. It was third highest-rated fight card in TV history, partly because ABC-TV's *Eight is Enough* and *Charlie's Angels* held on with 35 and 36 shares respectively between 8-10 p.m. Network averages for night (8-11 p.m.) were 32.7 for CBS, 22.2 for ABC and 13.5 for NBC.

□ **New set of agency commercial standards**, somewhat more liberal than old set and in some instances more liberal than National Association of Broadcasters code, has been developed through Media Directors Council for use by **Broadcast Advertisers Reports** in monitoring TV stations' commercial performance for agency clients. In general, BAR will report as "infractions" only those instances in which actual commercial time exceeds NAB code's maximums for all nonprogram

ble programing, since we may be in danger of being a little out of step with what our viewers really want to see on television.

"This in no way suggests a stultifying of creativity. Good taste and high ratings are not mutually exclusive."

Mr. Jankowski, who took over his post last fall, quoted Joseph Addison as saying 250 years ago that "I shall endeavor to enliven morality with wit, and to temper wit with morality."

"We ask no more than that," the CBS executive said. "We are not asking for morality plays, for that is not the role of television. We are not asking for 'messages' in every series, in every special, for that is also not the role..."

"Television is to inform and to entertain, to make life more understandable and more pleasurable. But we must not push our audience to some seemingly inelastic outer limit of quality and taste. Good judgment has to prevail, and we must continue to be dedicated to providing what we consider to be the best in television programing."

CBS, Mr. Jankowski said, wants its prime time television to be "a varied menu from which the discriminating viewer can select the kinds of programs that he or she likes, be it news or entertainment, sophisticated adult drama or broad comedy. But whatever the choice, the program should be produced with the

desire for maintaining high standards of broadcasting."

If there are taboos on subject matter for TV, he continued, "they are few. Almost any subject can be treated, if it is handled tastefully and in the proper context."

CBS is "willing to make changes" to accommodate this philosophy, Mr. Jankowski said. "Not change for the sake of change, but for the sake of opportunity—the opportunity to experiment, to seek new art forms and new creative talent. It isn't enough to try to hold on to today's audience. We must broaden television's base with new viewers. Tomorrow's attraction to television will not be based on either today's popularity or yesterday's performance."

Among the innovations at CBS, he said, is use of "the limited series, the production of five or six episodes rather than 13."

He said it is too early to tell whether this is "a pattern for the future" but that "at the moment its advantages appear to outweigh the disadvantages."

For instance, he said, this permits on-air tryouts for more than a week or two but without the normal risk of a 13-week commitment, creates more opportunities for writers, actors and producers, permits a better evaluation of the production team's ability to sustain creativity and minimizes the risk to the advertiser.

"CBS has been scheduling limited

series since last month and has more such series in the wings as part of our long-range programing plan," Mr. Jankowski said. "Thus I can assure you that there is a sincere willingness on our part to seek out new ideas, new talent and new product, in format as well as content."

Considering all the demands for television programing, Mr. Jankowski said, "I believe that in spite of the shortcomings, the problems, the failures of our industry, the most amazing thing about television is not that it's so bad, but that it's so good. And it continually tries to be better."

## A sudden surge of pressure to let cameras in the courts

An ABA committee recommends bans be dropped, while state Justices will study similar proposal; Chief Justice Burger, however, appears unyielding

The nation's lawyers and judges, of all people, have started putting on the pressure to admit radio and television to state

time. Independent stations, which had been held to essentially same standard as network affiliates, will be measured by somewhat more liberal standards provided for them in NAB code (BROADCASTING, Feb. 6). Product protection, not covered in NAB code, will also be monitored, with reports on commercials for competitive products that air within 15 minutes of each other.



**Anticipating Federal Trade Commission staff proposals for regulating children's advertising** (expected next Monday, Feb. 27), National Association of Broadcasters president, **Vincent Wasilewski**, has issued statement saying industry is concerned about issue, but believes proper mechanism for regulation is NAB code, not government rules. And, he said, "ultimate responsibility and decision to purchase products rests with parents." On other side, Action for Children's Television president, **Peggy Charren**, said whatever staff report says, it will be "some kind of victory for ACT, which initiated FTC inquiry. She said she expects staff to recommend total ban on ads directed at preschoolers and prohibition on ads for "hazardous, highly sugared products" and counteradvertising requirement for sugared cereals.



**CBS Inc.** has reached agreement in principle to acquire **IMS International Inc.**, New York, in cash transaction estimated at more than \$80 million. IMS, information service company which provides in-depth market research reports to pharmaceutical and health-care industries and operates specialized publishing, direct mail and toxicological testing services, will become nucleus of new independent division within CBS/Publishing Group that will concentrate on expansion in data-based information field. In first nine months of 1977 IMS had net income of \$4.1 million on revenues of \$59.6 million.



Pappas Television Inc., licensee of **KMPH(TV)** Tulare, Calif., has asked U.S. Supreme Court to review decisions of FCC and U.S. Court of Appeals that Pappas says, extend commission's authority over cable television to include insuring cable systems' "successful entry into the marketplace." Pappas filed petition in case in which appeals court in Washington affirmed commission decision denying Pappas's request for special relief from cable systems' importation of distant signals into KMPH service area. Appeals court said that, to obtain special relief, television station must show not only that it would be injured but that

grant of relief would not prevent cable's entry into market. That holding adds new—and illegal—dimension to commission authority over cable, Pappas says.



**FCC awarded \$58,106 contract** to CCG Inc., Cambridge, Mass., consulting firm, for study of minority ownership of broadcast facilities. Study will focus on financing of broadcast purchases and accuracy of audience surveys in measuring listening patterns of racial minorities. Expected contract completion date is Sept. 5.



White House news secretary **Jody Powell** figuratively bared his breast before room full of reporters at Washington Press Club-sponsored meeting last week, and acknowledged that, yes, he does "attempt to influence the press. I'm paid to do that," he said, noting he works for the President, not wire services, newspapers or networks. UPI's Helen Thomas took advantage of dropped guard: "You're paid to serve the people." Ms. Thomas and Mr. Powell were on panel with Sam Donaldson of ABC and Curtis Wilkie of **Boston Globe**, discussing President's first year with press. Mr. Wilkie, who complained, as some others did, about preferential treatment White House allegedly shows television, described that medium as "the writing man's burden."



FCC has moved to crack down on citizen band operators' use of linear amplifiers—device said to be major cause of flood of complaints commission receives regarding CB-caused interference to television and other home-entertainment equipment. Commission voted to ban manufacture, importation and sale of amplifiers purportedly designed for use by amateurs in 24-35 mhz band but which also can be and often are used by CB'ers.



**Gilmore Broadcasting Corp.** reached agreement to buy **KVOR(AM)-KSPZ(FM)** Colorado Springs for \$1,375,000, plus \$200,000 covenant not to compete. Seller is Wolverine Broadcasting Corp., owned by station's president, James W. Vinall, and Mr. and Mrs. Eugene Powers of Ann Arbor, Mich., who have no other broadcast interests. Buyer has three TV's, two AM's and one FM and is owned by James W. Gilmore Jr., Kalamazoo, Mich. KVOR is on 1300 khz with 5 kw day and 1 kw night. KSPZ is on 92.9 mhz with 25 kw and antenna 2,130 feet above average terrain. Broker: George Moore & Associates.

**Blessed be the peacemaker.** Former FCC Commissioner Lee Loewinger helped quell an incipient uprising against Chief Justice Warren E. Burger last week at the American Bar Association's midwinter meeting in New Orleans. A resolution was on the floor calling on the chief justice either to repudiate or back up his statement that 50% of the nation's trial lawyers are incompetent. Mr. Loewinger, who is now a partner in the Washington law firm of Hogan & Hartson, said the ABA should spend its energy on improving the competence of its members and ferreting out incompetents—not in starting "a snarling cat fight with the chief justice." Other speakers characterized the resolution as an attack on the chief justice's First Amendment right to speak out on issues. The resolution was defeated by a voice vote.

and federal courts, including the Supreme Court.

At the midwinter meeting of the American Bar Association in New Orleans, the ABA Committee on Fair Trial and Free Press, headed by Judge Alfred T. Goodwin of the U.S. Court of Appeals for the Ninth Circuit, proposed an end to a 41-year-old ban on broadcast coverage of criminal trials.

One day earlier, the Conference of Chief Justices (of the state supreme courts) adopted a resolution calling for the appointment of a committee to study the possible amendment of the Code of Judicial Conduct to permit electronic and photographic coverage of the courts under guidelines that would "preserve the decorum and fairness of our judicial proceedings." That code now bars electronic coverage of proceedings in federal trial and appellate courts.

Attorney General Griffin Bell, the deputy attorney general, Benjamin R. Civiletti, and the person expected to be elected president of the ABA, Leonard S. Janofsky, in separate news conferences, all endorsed the idea of radio and television coverage of at least the federal appellate courts.

Mr. Civiletti, in a session with reporters on Saturday, said he favored such coverage of the Supreme Court as well as the federal appeals courts.

Later, Mr. Bell said, "That has been my feeling for a long while." But, in a reference to Chief Justice Warren E. Burger's implacable opposition to electronic coverage of the Supreme Court, he said, "I don't want to be drawn into a dispute with the chief justice." (On still another subject, neither did the ABA; see box above.)

He was less sure about coverage of federal trial courts. Although it might lead to more efficient trials," he said, television might inhibit witnesses and others who participate who are not accustomed to appearing before the cameras.

Mr. Janofsky, who was nominated last

week to be president of the ABA, said he agreed with the position of the present president, William B. Spann Jr., in favoring electronic coverage of the federal appeals courts, including the Supreme Court. "I don't have any problem" with that, he said. He also said he was pleased with the conclusion of the Goodwin committee.

Fred Graham, the CBS News correspondent whose beat is the Supreme Court and the Justice Department, saw a trend developing. "As surely as we are all here," he said during a panel session at the ABA meeting, "the Supreme Court will itself be forced to deal with the issue." He said the state chief justices, in adopting their resolution, had sent a message to a "wooden" Supreme Court.

One negative voice was raised at the same panel. Judge Donald R. Fretz of the Superior Court in Merced, Calif., urged caution. He said such problems as judicial abuse of publicity to further re-election campaigns or media pressure on judges who limit press activities could put a heavy burden on trial courts.

An even more negative influence, however, was felt simply in the presence of Chief Justice Burger, who would be expected to oppose any move to permit radio or television coverage of federal courts, particularly the Supreme Court.

Indeed, he is reported to have told the editors of *U.S. News and World Report* he would never permit television coverage of the Supreme Court while he is chief justice. "I wouldn't sit on the bench if there were a television camera in the room," he is quoted as saying.

Why? Well, he regards commercial television as "sleazy" and feels it would cover only arguments in sensational cases. And he is concerned that some of his colleagues would "ham it up" if cameras were permitted in the courtroom. Some, he said, "ham it up" even without the cameras.

The chief justice is said to have made

the remarks in an interview the magazine was to publish in question-and-answer form. But the remarks regarding television coverage of the court were excised by the chief justice when, in accordance with policy, the editors provided him with a copy of the transcript for editing.

(The remarks were published originally in the *Chicago Sun Times*, which said only that they were made in a "meeting." *The Washington Post* subsequently said the meeting was with the editors of the news magazine.)

Judge Goodwin, in a news conference in New Orleans, conceded to reporters that the chief justice's "foot on the brake" will be effective. Nevertheless, the proposal of the Goodwin committee to permit broadcast coverage of criminal trials is seen as another indication of movement toward broadcast coverage of the courts. It is expected to be voted on at the ABA convention in August.

The committee report says that "television, radio and photographic coverage" is not "inconsistent with the right to a fair trial." It also says that "such coverage should be permitted if the court in the exercise of sound discretion concludes that it can be carried out unobtrusively and without affecting the conduct of the trial."

Thus far, courts in 12 states permit broadcast coverage of at least some court proceedings—although the coverage in some states is on an "experimental" basis—and several other states are considering adoption of rules to permit courtroom coverage (see box below).

Perhaps the last word on the subject at New Orleans, however, was had by the chief justice, whose feelings about television coverage extend to his public appearances. He caused some raised eyebrows when he broke with an eight-year custom of refusing television coverage of his remarks by permitting cameras to film the first three minutes of his speech. But he did not permit the use of microphones.

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**In the wind.** The state of the law concerning electronic coverage of the courtroom for journalistic purposes has undergone a major transformation within the past two and one-half years. It appears that additional rapid change will occur within the coming months.

So says the introduction to a massive joint report sponsored by the Radio Television News Directors Association and the Reporters Committee for Freedom of the Press that details the current state of the law regarding electronic coverage of the courts. A survey of courts in the 50 states and the District of Columbia by the Reporters Committee and of journalists throughout the country by RTNDA legal counsel, Pierson, Ball & Dowd, revealed that there currently are eight states that permit radio and television coverage of trials and appeal proceedings: *Alabama* (where certain consents are necessary), *Colorado* (certain consents needed), *Florida* (experimental; certain consents needed), *Georgia* (certain consents needed), *Montana* (two-year experiment begins April 1), *Nevada* (certain consents needed), *Washington* (certain consents needed) and *Wisconsin* (experimental). The survey also found that trial coverage only is allowed in *Jefferson (Ky.) Circuit Court* and appellate coverage only in *Texas*, *New Hampshire* and *Minnesota*. And it reported that there are eight states where proposals are either under study or have been submitted for courtroom coverage: *Idaho* (appellate proceedings), *Illinois* (media are considering initiating request for change), *Louisiana* (media considering request), *Minnesota* (for trial coverage; appellate coverage is authorized), *Ohio*, *Oregon*, *Rhode Island* (media considering request) and *Vermont* (media considering request).

The two-volume study, which covers laws regarding broadcasting in the courtroom in every state, is being made available through RTNDA's Washington office.

# Special Report

## STATE OF THE MART IN TRADING

### Brokers expect a sit-tight market in 1978

**It could be taxes, it could be the general economy or regulatory uncertainty; no one's really sure why**

Howard Stark, a leading media broker, senses that the station-trading market may be changing in 1978. John Grandy of San Luis Obispo, Calif., says that the inventory of available stations in the last half of 1977 was a "a few more than normal" but in the first two months of 1978 "things seemed to tighten up a bit."

Ted Hepburn, too, noticed that "inventory is not keeping up with demand." Station trading has turned into a seller's market. And, Mr. Hepburn noted, sellers seem to have adopted a "wait-and-see" attitude. "Inventory is lagging behind buying interest," he said. "People who own stations are not selling them to the degree they should be. The market is doing things it shouldn't do."

Richard A. Shaheen in Chicago put the state of the 1978 market succinctly: "There's nothing for sale, and I honest to God don't know why."

William Exline on the West Coast suggested that the uncertainty of the general economy along with some of the present tax laws, which have become especially troublesome in light of the price sellers are getting for their stations, may be contributing to the contraction of brokers' inventories. Mr. Exline said he expected a "continuing tightness" in the market for some time.

William Chapman of the Atlanta-based Chapman Associates reported that his 1978 inventory was "reasonable" although "a bit on the low side."

And Cecil L. Richards in Falls Church, Va., a suburb of Washington, noted that the upswing in demand for FM stations in 1977 may lead toward a re-evaluation of AM facilities by 1978 buyers. "AM stations," he said, "have become more of a buyer's market" because of the "emphasis on FM acquisitions."

Dan Haylett in Dallas said that he and other brokers with whom he is in contact are all "hoping" that the inventory problems will loosen up later in the year. Talks he is having now with owners in small and medium markets have indicated to him, Mr. Haylett said, that there should be an upswing in seller interest in the "mid to later part of the year."

Two political issues may, in part, be

responsible for the apparent quirks of the 1978 market: minority ownership issues and the crossownership question.

The FCC is now considering several proposals intended to increase the number of minority owners in broadcasting. Among them, a proposal by the National Association of Broadcasters that sellers of stations to minority groups be granted tax certificates has sparked considerable interest in the media brokerage community. Alex Howard of R.C. Crisler Co. in Cincinnati said the NAB plan "gives the seller a real reason to negotiate" with minority buyers.

But other brokers are a bit more cautious about the emergence of minority groups into the ranks of broadcast owner-

where prices can run into the tens of millions. (The average television sale in 1977 was for \$5,145,417 while the average radio station sale was for \$468,709. The comparable figures for 1976 were \$3,389,364 and \$437,442.)

"It isn't necessarily true," said Mr. Sitrick, that the SBA program will make it easier for minority groups to acquire stations. "The dollars are entirely too small," said Mr. Hepburn, and considering the loan levels the SBA is empowered to deal at, it will be "quite difficult" to find a station.

Another broker hit a little harder at the SBA proposal. It's "window dressing," he said. "It's not going to affect the big deals."

And those big deals are very much on brokers' minds these days. The U.S. Supreme Court is now considering a case that could have substantial impact on the station trading market—the newspaper-broadcast crossownership question.

Mr. Stark, who specializes in the larger deals that, presumably, would result from a court ruling banning crossownerships, said that the large crossowners are "sticking it out" and "not running scared" in the face of a situation that could drastically alter their present holdings.

Mr. Chapman reported that crossowners are not "panicking or throwing in the towel," but "some," he conceded, "are looking down the road."

To what? To swaps, according to Mr. Hepburn. Conjecturing, he said, on what may happen to the market if the ruling goes against the crossowners, "quite a few swaps" will probably be put together.

As a case in point, many brokers cited the recent announcement of the trade of WTOP-TV Washington and WWJ-TV Detroit. Mr. Sitrick, for one, included that transaction among some "indications" he has sensed that some crossowners may "want to beat the rush" should divestiture be ordered. While pointing out that both of the parties involved in the deal—Post-Newsweek and the Evening News Association—have stuck to their antitrust position, Mr. Sitrick said that their actions "could be contagious" among smaller crossowners with more limited resources.

Mr. Sitrick said, too, that he has had crossowners approach him about selling their stations, but he doubted that an unfavorable court decision would prompt a "rush on the market."

Mr. Exline agreed that among the larger owners of print and broadcast media there has been some "cautious exploring," but the smaller crossowners, many of them at least, "just don't feel it [divestiture] is going to happen." He has not encountered a "great deal of concern" among the smaller companies.

#### Chapman:

Crossowners are not panicking or throwing in the towel, but some look down the road.

#### Hepburn:

People who own stations are not selling them to the degree that they should be. The market is doing things it shouldn't do.

ship. A rule change by the Small Business Administration, for example, that allows the government lending agency to make funds available for the purchase of stations and cable systems will not, several brokers predicted, substantially aid minority groups.

The SBA program "limits purchases," Mr. Grandy said, to smaller stations that can be had for less than \$500,000 (the statutory limit on guaranteed SBA loans). That limit may "create a more active market for small and more moderately priced properties," said Mr. Howard, but Joseph Sitrick of Blackburn & Co. warned the new loan policy is "not going to help minority groups looking for television stations"—

# 1977: the year of the big deal in station trades

But some of the biggest still await government action as volume of FCC-approved sales falls below year-before totals

Three-hundred sixty-nine radio and television stations changed hands in 1977 for a total value of \$289,871,604, \$100,000 less than 1976's total and well below 1971's all-time record of \$393.5 million. In 1977, 344 radio stations were transferred for \$161,236,169, and 25 television stations sold for a total of \$128,635,435.

Those figures represent transfers that obtained government approval in 1977 and therefore exclude three of the biggest trades in broadcast history, all negotiated in 1977 but still awaiting final disposition by the FCC. Those three were the \$100-million WJLA-TV/Washington-KOBO-TV Oklahoma City swap, the \$69-million sale of the Rust Craft Broadcasting group to Ziff-Davis Publishing and the \$57-million sale of Southern Broadcasting to Harte-Hanks Communications.

Of those three sales, worth a total of \$226 million, only the WJLA-TV-KOBO-TV sale has received commission approval, and it now faces the possibility of extended litigation that could force the principals, Washington Star Communications Inc. and Combined Communications Corp., to drop the deal (BROADCASTING, Feb. 13).

Another major sale, approved by the commission last month and therefore not included in the 1977 totals, was the \$49,631,950 buy of Poole Broadcasting Co. by Northwest Publications Inc., a subsidiary of Knight-Ridder Newspapers Inc.

The "statistics can be off," said

Joseph Sitrick of the Washington office of Blackburn & Co., the company that brokered the Southern-Harte-Hanks deal. "Sometimes," he said, sales "get bogged down" at the commission. Another broker, Ted Hepburn, who reported a total of about \$68 million in announced sales for his first year of operation, said that only "three out of 10" of his 1977 sales have been closed.

One major sale made its way through the FCC approval maze in 1977. After almost two years, the commission approved the \$42,625,000 sale of Kaiser Broadcasting Corp. to Field Communications Corp. The sale included UHF's KBHK-TV San Francisco, WFLD-TV Chicago, WLVI-TV Boston, WKBD-TV Detroit and WKBS-TV Philadelphia.

The slow approval process did not quell last year's trading surge, however. Howard Stark, who said he engineered \$122 million in sales last year, said 1977 had been an "excellent year" for his one-man operation. Last year, Mr. Stark said, saw a net decline in the number of individual owners in broadcasting as publicly traded group owners moved to upgrade and expand their holdings. Companies "in the business of broadcasting" took over many stations from individuals and, in effect, reduced the pool of stations that will be available in the future. There "will not be as many stations available for sale" in 1978, Mr. Stark suggested, because of the presence of the publicly traded companies.

There were several brokers, however, who did not go along with Mr. Stark's assessment of the trading market. Alex Howard of R.C. Crisler & Co., for example, said he expected 1978 to be a "good year for us" although "prices are awfully high."

And, indeed, prices in 1977 reached record levels in most areas of broadcasting. The year began with the FCC's approval of the \$16-million purchase of WMAL-AM-FM

**Easy does it.** The big station deals such as the WJLA-TV-KOBO-TV swap or the merger of Southern Broadcasting into Harte-Hanks may take what seems to the principals an eternity to wend their ways through the Broadcast Bureau of the FCC, but brokers indicated "basic deals" are managing to make it through the commission in reasonable time.

A serious problem developed in the licensing division of the bureau last year when, for 11 months, there was no chief in the office that initiates the passage of all applications through the commission.

Jack Feldmann of Hogan-Feldmann in Encino, Calif., said that sales he has brokered that are "clean and uncomplicated" now pass through the commission with relative ease while others, such as a San Francisco case involving a complicated exchange of plants and frequencies by KCBS-FM, KEAR-FM and KMPX-FM (BROADCASTING, Nov. 15, 22, 1976), have been at the commission for "well over a year."

Keith Horton in Elmira, N.Y., said his firm, which tends to specialize in smaller properties, has had "no problems at all" getting applications through the commission. Mr. Horton said that most of his sales get out within the "normal" time of about 90 days.

David Weston, the new chief of the licensing division who took over last October, said that applications are moving "much better than before" he assumed office. "It depends on the kind of application," Mr. Weston said. For a short-form transfer "30 days may be a long time," he said. "For a WJLA-TV a year may not be enough."

According to FCC management reports for 1977, at the end of December 1,385 assignment and transfer applications had been received by the commission for the year. Of those, 1,272 were disposed of, and 335 were still pending. The commission reported that at the end of the year, 117 applications had been on hand for 90 days or more.

The commission also reported that the first seven months of 1977 were "extraordinarily heavy"—averaging 125 applications per month. In September, the staff was averaging 103 disposals per month, "the highest disposal rate for this service in the FCC's history."

LAWRENCE

Stark:

A net decline in the number of individual owners as groups move to upgrade and expand their holdings.

Washington by ABC Inc. In May KBEQ(FM) Kansas City was sold to Mariner Communications for \$5.1 million and approved by the commission. Two other FM sales were announced later in the year, however, that quickly dislodged the Kansas City transaction from its number-one spot: Meredith Broadcasting agreed to pay Sudbrink Broadcasting \$5.2 million for WPCH(FM) Atlanta in August, and Storer Broadcasting also reached an agreement with Sudbrink to buy the latter's WLYF(FM) Miami for \$5.56 million plus a \$500,000 consulting agreement.

But the year's record deal goes, again, to Joseph Allbritton, the Texas millionaire who rode in from the West four years ago to take over the faltering *Washington Star* and its broadcast holdings. After selling WMAL-AM-FM to ABC, Mr. Allbritton changed the name of his Washington television station to WJLA-TV (his own initials) and went looking for a buyer. He found one in Karl-Eller, president of Combined Communications Corp. Combined Communications and Mr. Allbritton's WSCI worked out a complex arrangement that swapped the companies' WJLA-TV and KOBO-TV and gave Mr. Allbritton \$55 million in preferred Combined Communications stock. The total value of the deal was put at \$100 million including interest to be earned on the stock.

Early last month the FCC, by a 5-2 vote, approved the transaction. Then, less than one month later and only three weeks before his contract with Combined Communications was due to expire, Mr. Allbritton lived up to his reputation as a wheeler-dealer with the announcement that he had sold the *Star* to Time Inc. for \$20 million plus assumption of \$8 million in debts. Under the arrangements with Time, Mr. Allbritton was to remain as publisher of the paper for at least five years.

The fate of the largest single station deal is still up in the air. Citizen groups have asked for a stay of the commission's decision, and have appealed it to the courts. Commissioner James H. Quello, who voted to approve the transaction, proposed that the commission reconsider the case (see "Top of the Week").

Mr. Allbritton sold the Washington broadcast stations to comply with an FCC order of divestiture that accompanied commission approval of his acquisition of WSCI in 1975. Mr. Allbritton also sold WLVA(AM) Lynchburg last year for \$660,000 to Shenandoah Broadcasting Co. as part of that order. As of this week, then,

Mr. Allbritton's broadcast holdings include WJLA-TV, WSET-TV (formerly WLVA-TV) Lynchburg and WCIV-TV Charleston, S.C.

Nor was Mr. Allbritton the only broadcast owner to deal in Washington properties last year. In November, Post-Newsweek Stations (wholly owned by the Washington Post Co.) announced it was selling its last radio station—WTOP(AM) Washington—to the Outlet Co. for \$6,675,000. A month later, Post-Newsweek dropped another bombshell on the trading market: an agreement with the Evening News Association of Detroit to swap WTOP-TV for the News's WWJ-TV Detroit plus \$2 million. Neither of these transactions has been approved by the FCC.

Some other station sales of 1977 of more than routine interest:

In addition to its deal for WJLA-TV, Combined Communications had an acquisitive year in radio as well. It announced a \$13.8-million stock purchase of Globe Broadcasting Co.'s three AM's and two FM's. Separately, Combined Communications bought WWWW(AM) Cleveland for \$7.5 million and, subject to FCC approval, WLDM(FM) Detroit for \$2 million plus 25,000 shares of stock. Approval of all transactions now pending—including

*Shaheen:*

There's nothing  
for sale, and I  
honest to God  
don't know why.

WJLA-TV—will give Combined Communications seven AM's, seven TV's and six FM's—only one FM station short of the full complement of stations allowed under FCC rules.<sup>1</sup>

The distinction of being the first broadcaster to reach the magic 21 went last year to Park Broadcasting Inc., the privately held group broadcaster and newspaper publisher headquartered in Ithaca, N.Y. With the \$340,000 purchase of WONO(FM) Syracuse, N.Y., Roy H. Park became the first and so far only person or group to own a full portfolio of broadcast stations.

Viacom International announced it would be getting into the broadcast ownership field with its \$15-million buy of WHNB-TV Hartford-New Britain, Conn. At the time of the announcement of the purchase, Viacom's president and chief executive, Ralph M. Baruch, said the company would "continue to seek out additional opportunities for acquisitions."

A new company, Teleco Inc., Detroit, announced an agreement to purchase WTTV(TV) Bloomington, Ind. (Indianapolis), for \$26 million. The seller is Sarkes Tarzian.

Pulitzer Publishing Co. announced it would pay \$42 million for WGAL-TV Lancaster, Pa., and WTEV(TV) New Bedford, Mass. The seller is the Steinman family of Lancaster, which agreed to sell WGAL-TV

January 31, 1978

## Metroplex Communications, Inc.

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owner (currently K-Wave, San Clemente).

by 1981 after a coalition of women's groups there contested its license renewal on antitrust and employment-discrimination grounds.

Other major station sales approved:

Lee Enterprises Inc., an Iowa-based broadcast group, bought KOIN-TV Portland, Ore., from Newhouse Broadcasting Corp. and a group of local owners for \$27 million. KOIN-AM-FM were sold separately to Gaylord Broadcasting for \$1.5 million. Lee also received FCC approval last year of its \$11,799,000 purchase of KGMB-TV Honolulu from Hefetz Broadcasting Corp., principally owned by Representative Cecil Hefetz (D-Hawaii). Congressman Hefetz also sold four of his mainland stations—WHYI(FM) Fort Lauderdale, Fla., and KEZK(FM) St. Louis to Metroplex Inc. for \$4,550,000, plus a \$1,480,000 covenant not to compete and WKTO(AM)-WSHH(FM) Pittsburgh to Nationwide Insurance Co., Columbus, Ohio, for \$3,240,000.

To comply with the FCC's rules prohibiting the ownership of more than five VHF stations, Lee sold its KEYC-TV Mankato, Minn., to United Communications Corp. for \$5 million. The holdings of the publicly traded Lee at the end of the year included: WTAD(AM)-WOCY(FM) Quincy, Ill.; KGLG-TV Mason City, Iowa; KHQA-TV Hannibal, Mo.; WSAZ-TV Huntington, W.Va. Two other Lee stations—KEYC-FM Mankato and KGLG(AM) Mason City—were also sold last year.

Buffalo Broadcasting Co., a subsidiary of Howard Publications Inc., Oceanside,

### Sitrick:

The SBA's new loan policy is not going to help minority groups looking for television stations.

Calif., joined the ranks of the broadcasting industry last year with the purchase of WBEN-TV Buffalo, N.Y., from Buffalo Evening News Inc. for \$25.5 million. HPI is principally owned by Robert S. Howard and publishes 14 daily papers in eight states. The sale of WBEN-TV by the Evening News company was one of three separate transactions that closed the media portfolio of the estates of the late Mr. and Mrs. Edward M. Butler. The *Buffalo Evening News* was sold to Blue Chip Stamp Co., owned by Warren Buffett, for \$33 million. The sale of WBEN-AM-FM to a group of local investors headed by attorney Arnold B. Gardner for another \$4 million is awaiting FCC approval.

Flower City Television Corp. sold WOKR-TV Rochester, N.Y., to the Post Corp. of Appleton, Wis., for \$15,825,000. Post filled out its complement of VHF stations with the purchase. Its other TV's are WEAU-TV Eau Claire and WLUC-TV Green Bay, both Wisconsin; KTVQ-TV Kirksville,

Mo., and WLUC-TV Marquette, Mich. Post Corp. also owns WEAU-FM Eau Claire and WAXX(AM) Chippewa Falls, both Wisconsin; KBIZ(AM) Ottumwa, Iowa, and publishes daily papers in Massachusetts and Wisconsin.

WZZM-TV Grand Rapids, Mich., was sold by West Michigan Telecasters Inc. to Wometco Enterprises for \$14 million. The publicly traded buyer also owns WLOS-FM-TV Asheville, N.C.; WTVI-TV Miami; KVOS-TV Bellingham, Wash.; 20 cable television systems in eight states and the Bahamas, and also bought last year WTVG-TV Newark, N.J. (formerly WBTB-TV) from Blonder-Tongue Broadcasting for \$1.7 million. The last is operated as a subscription television outlet. Wometco also owns theaters and vending companies.

Gaylord Broadcasting Co. received FCC approval last year of two purchases initiated in 1976. For \$12.5 million each, Gaylord bought WVUE-TV New Orleans from Screen Gems Inc., and WUAB-TV Lorain, Ohio (Cleveland), from United Artists Broadcasting and Kaiser Broadcasting. Gaylord, a subsidiary of the Oklahoma Publishing Co., publisher of the *Oklahoma City Oklahoman* and *Times*, also owns WTVT-TV Tampa, Fla.; KRKE-AM-FM Albuquerque, N.M.; KTVT-TV Fort Worth; KHTV-TV Houston; KSTW-TV Tacoma, Wash., and WTVT-TV Milwaukee.

Larry H. Israel, the former president of the Washington Post Co., put together a group of investors—including the Coca

## Twenty-four years of station trading

Dollar volume of transactions approved by FCC

	Total	Radio only	Combined Radio TVt	TV only		Number of stations changing hands		
	\$	\$	\$	\$		Radio only**	Combined Radio TVt	TV only
1954	\$60,344,130	\$10,224,047	\$26,213,323	\$23,906,760	1954	187	18	27
1955	73,079,366	27,333,104	22,351,602	23,394,660	1955	242	11	29
1956	115,605,828	32,563,378	65,212,055	17,830,395	1956	316	24	21
1957	124,187,660	48,207,470	47,490,884	28,489,206	1957	357	28	38
1958	127,537,026	49,868,123	60,872,618	16,796,285	1958	407	17	23
1959	123,496,581	65,544,653	42,724,727	15,227,201	1959	436	15	21
1960	99,341,910	51,763,285	24,648,400	22,930,225	1960	345	10	21
1961	128,804,167	55,532,516	42,103,708	31,167,943	1961	282	13	24
1962	101,742,903	59,912,520	18,822,745	23,007,638	1962	306	8	16
1963	105,303,078	43,457,584	25,045,726	36,799,768	1963	305	3	16
1964	205,756,736	52,296,480	67,185,762	86,274,494	1964	430	20	36
1965	135,123,766	55,933,300	49,756,993	29,433,473	1965	389	15	32
1966	135,718,316	76,633,762	28,510,500	30,574,054	1966	367	9	30
1967	172,072,573	59,670,053	32,086,297	80,316,223	1967	316	9	20
1968	152,455,412	71,310,709	47,556,634	33,588,069	1968	316	9	20
1969	231,897,570	108,866,538	35,037,000	87,794,032	1969	343	5	32
1970	174,785,442	86,292,899	1,038,465	87,454,076	1970	268	3	19
1971	393,547,924	125,501,514	750,000	267,296,410	1971	270	1	27
1972	271,330,537	114,424,673	0	156,905,864	1972	239	0	37
1973	230,381,145	160,933,557	2,812,444*	66,635,144	1973	352	2*	25
1974	307,781,474	168,998,012	19,800,000***	118,983,462	1974	369	5***	24
1975	259,485,961	131,065,860	0	128,420,101	1975	363	0	22
1976	290,923,477	180,663,820	1,800,000	108,459,657	1976	413	1	32
1977	289,871,604	161,236,169	0	128,635,435	1977	344	0	25
<b>Total</b>	<b>\$4,310,374,586</b>	<b>\$1,984,734,026</b>	<b>\$661,819,883</b>	<b>\$1,650,420,577</b>	<b>Total</b>	<b>6,962</b>	<b>239</b>	<b>648</b>

Note: Dollar volume figures represent total considerations reported to all transactions, with the exception of minority-interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC.

\*Two acquisitions of radio-TV combination were approved in 1973 on waiver of FCC one-to-a-customer rule that became effective in 1971.

\*\*Note: In computing the number of stations traded, an AM-FM facility, or an AM-only was counted as one radio unit.

\*\*\*Figure represents merger of Pacific & Southern's combination of four radio and one television stations into Combined Communications Corp.

†Includes single properties consisting of radio and TV stations.

*Howard:*

The NAB plan gives the seller a real reason to negotiate with minority buyers.

Cola Bottling Co. of New York—to buy WNTS-TV Syracuse, N.Y., for \$11 million. The sellers were the Outlet Co. (80%) and Syracuse TV (20%).

The Des Moines (Iowa) Register and Tribune Co.'s broadcasting subsidiary, Quad-Cities Communications Corp., bought WQAD-TV Moline, Ill., from Moline Television Corp. for \$9,625,000, plus a \$735,000 covenant not to compete.

DGH Co., a wholly owned subsidiary of Grit Publishing Co., publisher of *Grit*, a weekly newspaper, bought Starr Broadcasting Group's WCYB-TV Bristol, Va., for \$8,618,636.

Scripps-Howard Broadcasting Co. bought KBMA-TV Kansas City, Mo., from Westport Television Inc. for \$7.5 million.

The Minneapolis Star & Tribune Co. bought WDRB-TV Louisville, Ky., for \$6.5 million from Consolidated Broadcasting.

Former Senator Ernest W. McFarland (D-Ariz.), who was majority leader of the Senate and chairman of the Communications Subcommittee, bought the controlling interest of Arizona Television Co., licensee of KTVK-TV Phoenix from R. A. Watkins Jr. and L.M. Nowell for \$5,906,880. Mr. McFarland, 84, acquired 29% of ATC in the transaction, which he added to the 41% he already held. His son-in-law, Delbert R. Lewis, is president of ATC.

Golden West Broadcasters bought WCAR-AM-FM Detroit from H.Y. Levinson for \$5 million cash and the assumption of \$500,000 in debts.

A new company, Mariner Communications, bought KBEQ(FM) Kansas City, Mo., from Mark and Connie Wodlinger for \$5.1 million—a price that for a while last year was a record for an FM facility. Mariner is owned by L. Joe Scanlan, president of Riverbend Group, a Cincinnati media broker and consulting firm, and Elmer Ward, chief executive officer of Palm Beach Corp., a manufacturer of men's clothing.

Capital Communications Inc., a wholly owned subsidiary of Lewis Broadcasting Corp., bought WNOX-AM-FM-TV Columbia, S.C., for \$3,987,500, plus a \$112,500 covenant not to compete. Lewis is owned by J.C. Lewis, owner of WJCL-FM-TV and the weekly *Journal-Record*, all Savannah, Ga.

The State Mutual Life Assurance Co. of America sold WNIC-AM-FM Dearborn, Mich. (Detroit) to Marvin Josephson Associates, a publicly traded New York talent agency, for \$3,850,000. It was MJA's first broadcast acquisition.

Worrell Newspapers Inc. bought WCEE-TV Freeport, Ill. (Rockford) for \$3,870,000 from WCEE-TV Inc., a subsidiary of General Media Inc. Worrell publishes daily papers in 10 states and owns WHSV-TV

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A group of Washington-area businessmen headed by Alex Sheftell bought WAVA-AM-FM Arlington, Va., for \$2,500,000, plus a \$50,000 covenant not to compete and a \$760,000 consulting agreement from U.S. Transdynamics Corp. and then sold the AM to 780 Inc., a partnership headed by a Washington media broker, Edwin Tornberg, for \$665,000, plus a \$100,000 covenant not to compete. Transdynamics is owned by Arthur W. Arundel. Mr. Sheftell's partners included Washington builders Melvin and Edward Lenkin (father and son) and Robert Understein, an investor.

Heritage Village Church, owner of the PTL Television Network, Charlotte, N.C., which syndicates *The PTL Club*, a religious program, bought WJAN-TV Canton, Ohio, for \$2.5 million.

Storer Broadcasting Co. sold WJW(AM) Cleveland to Lake Erie Radio Co. for \$2.5 million. Lake Erie is owned by Arthur B. Modell and Richard P. Bremkamp. Mr. Modell owns the Cleveland Browns football team, and Mr. Bremkamp was general manager of WJW under Storer.

Billboard Publications Inc., publisher of *Billboard* magazine, bought WLAC-AM-FM Nashville from the Life & Casualty In-

### Richards:

AM stations have become more of a buyer's market because of the emphasis on FM.

surance Co. of Tennessee for \$2.4 million.

Wichita Great Empire Broadcasting paid \$2,360,400 for KWKH(AM)-KROK(FM) Shreveport, La. The seller was the Shreveport Times Publishing Co.—later bought by Gannett newspapers. The buyer of the stations is owned by F.F. Lynch and Michael Oatman.

Octagon Broadcasting Co., a subsidiary of Agronomics Inc., an Atlanta fertilizer firm owned by Anthony C. Kupris, bought WDTB-TV Panama City, Fla., for \$2.1 million from Panhandle Broadcasting Co.

KPAZ-TV Phoenix was acquired by Trinity Broadcasting of Arizona, a nonprofit, nonstock religious organization, for the assumption of \$2 million in debts and liabilities. The Glad Tidings Church of America was the seller.

BENI of Ohio Inc., a subsidiary of Broadcast Enterprises Network Inc., Ragan Henry, president, bought WCIN(AM) Cincinnati from Home Security Broadcasting Co. for \$1.8 million.

KNOK-AM-FM Worth was bought by EGG Dallas Broadcasting Inc. for \$1,218,000, plus a \$300,000 covenant not to compete. The buyer is principally owned by Earl G. Graves, publisher of *Black Enterprise* magazine.

New England Continental Media bought WEZE(AM) Boston from McCor-

mick Communications Inc. for \$1.4 million, plus a \$300,000 covenant not to compete. The buyer is owned by Stuart Epperson and William Atsinger.

KAIR-AM-FM Tucson, Ariz., was purchased by Surrey Broadcasting Co. for \$1.6 million.

KJII(AM) Phoenix was purchased by ITC Communications of Arizona Inc. for \$1,550,000. ITC is a wholly owned subsidiary of International Tapetronics of Bloomington, Ill., manufacturer of audio cartridge and tape machines.

Brean Bible Ministries sold KBSA(TV) Guasti, Calif. (Los Angeles) to Metropolitan Broadcasting Co. for \$1,550,000. Metropolitan, which is 80% owned by Dental Finance Co. of Irvine, Calif., and three individuals, began a subscription television service on the station.

Nonprofit Family Stations Inc. paid Walton Communications Inc. \$1,050,000, plus \$350,000 consulting agreement for KFOX(AM) Long Beach, Calif. The seller is owned principally by John B. Walton. FSI is headed by Jarold Camping.

The FCC granted a waiver of its rule barring the acquisitions of co-located television and radio stations and approved the sale of KUAM-AM-FM-TV Agana, Guam, for \$650,000, plus the assumption of \$225,000 in bank loans and a \$110,000 covenant not to compete. The buyer, Pacific Telestations Inc., is principally owned by Lawrence S. Berger, principal owner of KHVN(AM) Honolulu.

The Arkansas Democrat Co. bought 16% of the stock of KTHV(TV) Little Rock from the estate of Dodge E. Lowry for \$1,280,000. It was the first step in a complicated string of transactions that will eventually result in ADC's complete control of the station.

KFRC-FM San Francisco was sold by RKO General Inc. to KIOB Inc. for \$1,150,000. The buyer is a wholly owned subsidiary of Century Broadcasting Co.

Gulf Coast Broadcasting Co., owner of KRIS-TV Corpus Christi, Tex., bought KGNS-TV Laredo, Tex., for \$1 million, plus a \$250,000 property lease.

Metro Connecticut Media Corp. sold WPLR(FM) New Haven, Conn., to General Communicorp Inc. for \$1,018,298. President and 25% owner of the seller, Robert G. Herpe, owns over 60% of the buying company.

KRAM(AM) Las Vegas was bought by Cole Industries Inc. for \$750,000, plus a \$250,000 covenant not to compete.

EZ Communications bought WJOI(FM) Pittsburgh for \$1 million. The sale of the station was, in part, a result of the resolution of the estate of the late Agnes J.R. Greer.

A group of former Ford White House aides bought WRUN(AM)-WKGW(FM) Utica, N.Y., for \$1 million. The group is headed by Robin B. Martin, a member of the presidential advance team. The others are L. William Seidman, former economic adviser to President Ford; William Nicholson, former White House appointments secretary, and Ernest S. Johnston, a Washington advertising executive.

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## NAB members elect their latest board

**Only one incumbent, Chapman, is ousted; close winners on radio side include Tarleton and Whitlock; new members sign on in June**

Six radio incumbents and two TV incumbents were returned to the National Association of Broadcasters joint board in the latest elections, results of which were announced last week.

The only loser among current board members seeking re-election was Jack Chapman of KGAK(AM)-KQNM(FM) Gallup, N.M., who bowed to challenger Roy Mapel, KIML(AM) Gillette, Wyo., for the radio district seat representing Colorado, Idaho, Montana, New Mexico, Utah and Wyoming. Mr. Chapman, a broadcaster with previous board service, was appointed to his current term, replacing Wayne Cornils, formerly of KFXD-AM-FM Nampa, Idaho, who left his station and the board to become director of membership at NAB.

Another broadcaster noteworthy by his absence from the list of winners is Robert Gordon of WCPO-TV Cincinnati, who sought to return to the TV board, of which he was chairman when his term expired last year.

The election ended weeks of speculation about possible upsets in other races, principally on the radio board. NAB refuses to release vote totals to avoid "embarrassing the candidates," but it was reported last week that the class A at-large seat on the radio board was won by only 50 votes of some 500 cast. The winner was Cullie Tarleton of WBT-AM-FM Charlotte, N.C., over L.J. Patricelli of WTIC-AM-FM Hartford, Conn., a former TV broadcaster and member of the NAB TV board.

William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., a radio incumbent representing New Jersey and New York, was thought to have a close re-election race on his hands against Martin Beck of WGLI(AM) Babylon-WBLI(FM) Patchogue, N.Y. But the final vote count showed him winning by a two-to-one margin, returning him to the board for his fifth and sixth straight years. NAB by-laws limit board members to two consecutive two-year terms, but Mr. O'Shaughnessy will serve longer because his first two years were bestowed on him by appointment rather than election. The situation had become an issue in his re-election campaign.

The victory of J.T. Whitlock of WLBN(AM) Lebanon, Ky., over William Rollins of WSVF(AM) Valdese, N.C., in the radio class D at-large race came as a surprise to some who had predicted the reverse. Mr. Whitlock, besides being a

general manager, is also executive director of the Kentucky Broadcasters Association, and is highly regarded by the NAB government relations staff for his work with the Kentucky congressional delegation in Washington.

Another victory of special note was that of Mike Lareau of WOOD-AM-FM Grand Rapids, Mich., in radio district eight (Indiana and Michigan). Mr. Lareau is currently chairman of the NAB radio code board, a position he will relinquish when he joins the NAB board.

Every year about half of the radio board and half of the TV board elective positions become available, this year affecting 12 radio seats and six TV seats. The winners' terms begin at the board's annual June meeting, scheduled this year for Toronto June 25-30.

The newly elected radio board members are (\* indicates incumbents):

District two (New Jersey and New York), William O'Shaughnessy\*.

District four (North Carolina, South Carolina and Virginia), Carl Venters\*, WPTF(AM)-WQDR(FM) Raleigh, N.C.

District six (Arkansas, Louisiana, Mississippi and Tennessee), Adrian White, KPOC-AM-FM Pocahontas, Ark.

District eight (Indiana and Michigan),

Michael Lareau.

District 10 (Iowa, Missouri and Nebraska), Robert McKune\*, KTTR(AM)-KXNN(FM) Rolla, Mo.

District 12 (Kansas and Oklahoma) Pat Murphy\*, KCRC(AM)-KNID(FM), Enid, Okla.

District 14 (Colorado, Idaho, Montana, New Mexico, Utah and Wyoming), Roy Mapel.

District 16 (Arizona and Southern California), Jack Willis\*, KHEP-AM-FM Phoenix.

Class A at-large seat (markets of 500,000 or more), Cullie Tarleton.

Class B (markets of 100,000 to 500,000), Herbert Hobler, WPST(FM) Trenton-WHWM(AM) Princeton, N.J.

Class C (markets of 15,000 to 100,000), Walter Rubens, KOBE(AM)-KOPE(FM) Las Cruces, N.M.

Class D (markets below 15,000), J.T. Whitlock.

The six TV winners are: Forest Amsden\*, KGW-TV Portland, Ore.; W. Frank Harden, State Telecasting Co., Columbia, S.C.; Robert King, Capital Cities Communications, Philadelphia; Mark Smith, KLAS-TV Las Vegas; Leonard Swanson\*, WIC-TV Pittsburgh, and Walter Windsor, WFTV(TV) Orlando, Fla.

## 'Revolving door' proposal strikes a nerve

**Attorneys on both sides of practice decry recommendation by D.C. bar's ethics committee; no supporters in evidence**

Government and private attorneys in Washington have voiced their objections to a proposal by the legal ethics committee of the District of Columbia Bar that is intended to help stop the "revolving door" between government and private practice for job seekers.

The Federal Communications Bar Association called the proposed rule changes "unwise" and said they "will become a liability" to government-employed lawyers.

The rule changes proposed by the ethics committee would put restrictions on lawyers in both public and private practice. Government lawyers leaving public service, for example, would be barred for one year from taking positions with firms with which they have dealt during their last year in the government. Private attorneys entering the government would not be allowed to participate in a case they were on while with a law firm (BROADCASTING, Dec. 19, 1977).

Generally, the lawyers supported the substance of the committee's proposal but objected to a provision that would bar entire firms from matters in which partners or associates may have been involved while in public service. (At present, such a ban applies only to the lawyer directly involved.) The Federal Energy Bar Association, for example, said that proposal would "impose a serious and unwarranted

inhibition on the employment capabilities of attorneys presently employed" by government agencies.

FCC said the proposed rule could do "violence to the traditional concern of the law about unnecessary or unjustified restraint on individual employment."

Nancy B. Carey, legal assistant to FCC Commissioner Abbott Washburn, said the proposal "will deter bright young attorneys from entering government service." Her sentiments were seconded by the general counsel of the Federal Trade Commission, Michael N. Sohn, who called the proposed rules "too stringent" and declared that "many attorneys would be perpetually barred from employment with particular law firms."

Several of those filing comments on the plan pointed out that not only would law firms be hurt by a reduction of their pool of available, experienced talent, but the government would become unattractive to law school graduates who, traditionally, have been drawn to it before going into private practice.

A group of attorneys with the Department of State said the new rules will make it "exceedingly difficult" to recruit "highly qualified attorneys for government service." Jerome Nelson, general counsel of the Nuclear Regulatory Commission, said, "We believe it will severely handicap our ability to recruit top-notch attorneys."

D.C. Bar staff members said the volume of comments received by members on the proposal far exceeded the number usually submitted in rule change proceedings.



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# Proxmire tacks closer to wind on fairness bill

**Senator amends bill to leave FCC free to act on sex and violence; effect is to free journalism, leave show business subject to regulative overview**

Senator William Proxmire (D-Wis.), for more than three years the standard bearer in the Senate for abolition of the fairness doctrine and the equal time law, has changed his bill so it no longer would bar FCC interference in all broadcast programming. He did so, he said on the Senate floor, Feb. 10, so as not to affect "whatever power" the FCC may have to regulate sex and violence on television.

Senator Proxmire told the Senate that he shares the concerns raised by viewers and some interest groups about the possible harmful effect of too much sex and violence on TV. He amended his bill, he said, so that it could not be interpreted as stripping from the FCC any power it may have to deal with the problem.

The bill as it now reads still provides for the abolition of the fairness doctrine and equal time, to put "broadcasters on an equal footing with publishers regarding First Amendment rights," he said. But the senator took out an additional provision that gave his bill a much broader scope. The original version, introduced last year as S. 22, also prohibited the FCC from assuming any "power, supervision, control, influence, comment, or review, either directly or indirectly, over the content or schedule of any program or any other material broadcast by licensees, except where the broadcast of such material is otherwise prohibited by law." It would seem clear from that language that virtually all broadcast programming decisions would be placed well out of the FCC's reach. But Senator Proxmire said that is not so.

"My main objective in introducing this legislation has always been the elimination of the fairness doctrine and the equal time

rule," he said. "Never did I intend to deal with the complex and important issue of sex and violence on the broadcast media in this same bill."

Nor, on the other hand, did he intend to enhance the FCC's authority over sex and violence, he said. "I am not advocating that the FCC should gain, retain or lose any power to regulate expression of sex and violence on TV. I phrase it this way because it is not now clear exactly what power the FCC may or may not have to regulate in this area."

By amending his bill, Senator Proxmire hopes it will be easier to get the measure passed. An aide said last week that it had become apparent from letters and comments from constituents and other senators that many were concerned that the bill would block any FCC opportunity to deal with sex and violence. He said Senator Proxmire intends to step up his campaign for the bill "now that he has met some of those objections."

Talk about the bill's chance of passage may be purely academic, however. It has never had more than a handful of supporters since first introduced, and it continues to face stiff opposition from senators in key positions to prevent its advancement—notably, Senator Ernest Hollings (D-S.C.), chairman of the Senate Communications Subcommittee. Senator Hollings believes that it was the equal time law that won him access to the airwaves, and in turn won him the South Carolina governorship in 1958. Nobody, he once told BROADCASTING, would put up a stronger fight to protect equal time than he.

## IRTS Gold to ABC

ABC Inc., on the occasion of its 25th anniversary, has been designated by the International Radio and Television Society to receive IRTS's 1978 Gold Medal for its "record of distinguished contribution to broadcasting."

The medal will be presented to ABC at the IRTS's 38th anniversary banquet March 22 at the Americana hotel in New York. In announcing the award, Giraud Chester, president of the IRTS, said:

"ABC Inc., under the innovative leader-

ship of its chairman, Leonard H. Goldenson, has a record of achievement that has, for a quarter-century, added significantly to the advancement of the arts and sciences of broadcasting. In recognition of these achievements, it is especially fitting to award the company the society's highest honor during its anniversary year."

Past recipients of the medal, first awarded in 1960, include President John F. Kennedy; Mr. Goldenson; the late David Sarnoff, board chairman of RCA; Frank Stanton, former vice chairman of CBS Inc.; Bob Hope, Lucille Ball and the late Ed Sullivan.

## Show goes on in Denver despite diary indictments

**Two KHOW employees continue work at station, which remains top-rated despite DA's charges**

Allegations that employees of several radio stations in Denver may have tampered with Arbitron diaries over the last two years or more have the industry there waiting to see what will happen next, with opinions varying from feelings that "nobody did it" to "everybody does it."

Two current employees of KHOW(AM) have been formally indicted on felony charges of criminal impersonation and conspiracy, and the district attorney, Dale Tooley, promised that more indictments involving other stations are "very likely" (BROADCASTING, Jan. 9, Feb. 6). Both employees, Program Manager Harold Moore and News Director Bud Elliot Stambaugh, are still working at the station, and its owner, Doubleday Broadcasting, has taken the position that they will continue to do so until there is proof of the allegations against them.

"We are supporting the presumption of innocence," said Doubleday's president, Gary Stevens. "And we're taking a hands-off attitude at present. We just have to sit on the sidelines and watch this thing unfold."

It is unfolding with considerable controversy. Local press coverage has been substantial, especially because Mr. Moore is not only KHOW's program manager but also a popular air personality—one resident called him "a local legend"—working the afternoon drive-time shift. Many sources in the market accuse District Attorney Tooley of headline-hunting for that reason. In any event, his prediction that other stations are involved has spawned a lot of rumor, if not nervousness.

Arbitron acknowledges that it has received several types of attempts to sell diaries in Denver, most of which have been tracked down and removed from the sample, a spokesman for the ratings service said. Doubleday's Mr. Stevens claims that the charges against KHOW have not affected its advertising sales (the station is

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number one in the market), and that was supported by Gisele Denton, vice president and media director for Barickman Advertising, one of the larger agencies in town. Ms. Denton said she has looked upon the ratings books with a skeptical eye for some time anyway, not because of suspicions of tampering but because she mistrusts Arbitron's sampling procedures.

Attorneys for both Messrs. Moore and Stambaugh, said their clients will plead not guilty if attempts to have the charges dismissed fail. The judge in the case has granted a motion that the defense be supplied with transcripts of the grand jury hearings that produced the indictments, and the lawyers will have 30 days from when they were to receive the transcripts, Feb. 16, to file their motions.

Mike Dimanna, attorney for Mr. Moore, said that there is no criminal statute in Colorado prohibiting the filling out of an Arbitron diary by a person other than whom it was intended for. "Even assuming that Moore did everything the DA says he did, he's not guilty of a crime," Mr. Dimanna said. Asked if Mr. Moore admitted actually tampering with the diaries, Mr. Dimanna refused to answer, but he did say that if the charges are dismissed, as he expects they will be, "at that point we'll have a lot to say."

Stan Marks, Mr. Stambaugh, attorney, would not discuss specifics in the case of grounds that a change of venue for the trial may be sought because of publicity, and he didn't want to contribute to that publicity. He would say, however, that he believes the basic issue in the case may come down to a question of "criminal intent." Asked to elaborate, he said that if a practice is common enough to connote acceptability—such as when someone runs a weekly poker game in his garage—there may be a problem in establishing that participation is justification for a criminal charge.

## NAB goes to FCC with two requests

**One is for more time to file annual program reports, the other is for a public notice on revision of commission's procedural manual**

The FCC received two procedural suggestions from the National Association of Broadcasters last week; one asks that TV stations be given more time to prepare their annual program reports, the other seeks wider distribution of an FCC letter requesting comments on a commission pamphlet, "The Public and Broadcasting ... Procedural Manual."

The time extension on the program reports is needed, said Erwin Krasnow, NAB senior vice president and general counsel, in a letter, because the networks do not release the information on their composite weeks which stations need for their reports until early January. The program reports "require painstaking and time-consuming preparation," Mr. Krasnow wrote, and stations are under a "severe time squeeze"

to meet the FCC's Feb. 1 filing deadline. The pressure to meet the deadline, in some instances, results in "errors that otherwise would not occur," he said.

The program reports form the basis for measuring stations' performances against their promises on the FCC's new license renewal form.

Mr. Krasnow suggested the commission either delay the deadline for filing of the forms for one month to six weeks, or release its composite week dates earlier than late November so the networks can put out their composite week information sooner.

On the question of the "Procedural Manual," Mr. Krasnow was granted his request that the commission issue a public notice seeking comments on the book, which is being revised. He had written that several NAB member stations have not received a letter mailed in January seeking comments, and suggested that a public notice would get more stations and public interest groups involved in the matter. At his request the commission also extended the deadline for comments from Feb. 28 to March 31.

## Senate bill would light a fire under regulatory agencies

**Ribicoff legislation is designed to speed up their proceedings**

Legislation has been introduced in the Senate that is designed to end unnecessary delays at federal regulatory agencies such as the FCC and the Federal Trade Commission.

The bill, introduced by Abraham Ribicoff (D-Conn.), chairman of the Senate Governmental Affairs Committee, and four co-sponsors, would require agencies to set deadlines for all their proceedings and meet them, and to answer to Congress for failure to do so. Among its myriad provisions, the bill would require:

- That each agency establish regulatory priorities and deadlines for each proceeding it undertakes and report them to Congress annually. In appearances on Capitol Hill, they would, for instance, have to list the top 10% of their longest-running rulemaking and adjudicative cases and explain to Congress how the cases are being expedited.

- That each agency establish a special office to oversee planning and management of its regulatory activities, if it does not already have one.

- That all formal rulemakings, including initial licensing proceedings and ratemakings, now handled in trial-type proceedings, be handled in more informal proceedings. Formal trial proceedings would be called only to resolve facts in dispute between two or more parties, and even then, there would be no oral argument or cross-examination, only written testimony.

The bill also gives agencies greater sub-

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poena authority, allowing them to seek penalties and make rulings against those who resist. Further, it gives agencies greater flexibility in the hiring of administrative law judges.

The bill, said Senator Ribicoff, "reflects our initial thinking ... on the subject of regulatory delay," based on a multiple-volume report his committee issued last year, which criticized the FCC, among other agencies, for undue delay in some proceedings.

Senator Charles Percy (R-Ill.), one of the co-sponsors, said the bill is needed because: "Delay hurts consumers by denying them the protection and redress they seek and deserve. It hurts businesses by putting a monkey wrench into their investments and sales plans for the future. It hurts the regulators themselves by making them appear unresponsive and callous. And, it hurts government in general by eroding public confidence in its ability to govern our society."

## Arbitron-WQRK agreement

Arbitron said last week it has settled out of court its suit against WQRK(FM) Norfolk, Va., for unauthorized use of copyrighted Arbitron audience data.

Under terms of the settlement, Arbitron said, WQRK admitted its employees had copied data contained in the April-May 1976 Norfolk-Portsmouth-Newport

News-Hampton report and used that information in preparing a memorandum mailed to its national representative; admitted such conduct constituted copyright infringement and unfair competition; agreed to pay Arbitron "a fair and just amount" as compensatory damages; agreed to the dismissal of its counterclaims against Arbitron and agreed to the entry of a permanent injunction prohibiting its employees from copying Arbitron reports or abstracting Arbitron material in the future, except if the station entered into a licensing agreement with Arbitron.

A spokesman for WQRK said its agreement with Arbitron prohibited the station from comment.

### Media Briefs

**Send no money.** License application fees continue to flow into FCC, full year after commission stopped collecting them. Fees, which accompany applications for citizen band licenses, have been coming in at fairly constant level, and at end of 1977 \$5 million had been collected—and returned. Commission, which is attempting to develop mechanism for refunding excessive fees collected between 1970 and 1976, appealed again to those applying for licenses to remember that no fee is required.

**Trading.** Metromedia board has approved exchange offer of 10-year nonconvertible subordinated debentures for up to 1.5 million shares of common stock. Deal could begin in March, at which time exact terms will be determined, but board contemplates exchange of about \$45 principal amount of debentures for each share of common. MM stock closed on New York Stock Exchange Feb. 15 at 41 1/4.

**Postscript.** Washington Post Co., parent of Post-Newsweek station group, has purchased *Everett (Wash.) Herald* from Daily Herald Co. Terms were not disclosed. Robert D. Best, whose family has owned paper for more than 70 years, will remain as publisher under new ownership. Post-Newsweek owns WRSB-TV Hartford, Conn.; WPLG(TV) Miami; WJXT(TV) Jacksonville, Fla., and recently agreed to swap WTOP-TV Washington for WWJ-TV Detroit. It has also announced sale of WTOP(AM) Washington to Outlet Co. for \$6,675,000 (BROADCASTING, Nov. 7, 1977).

**Correction.** Feb. 8 closing price of Starr Broadcasting was 12 1/2, not 2 1/2 as indicated in Feb. 13 "Stock Index." Starr stock went up 2 1/2 points over preceding week.

## Ohio taxes overturned

The Ohio supreme court has ruled that the state's sales tax is not applicable to wire services and ratings services. The decision, overturning rulings of the Ohio board of tax appeals and the state tax commissioner, was victory for Avco Broadcasting stations (now in other hands) and the Ohio Association of Broadcasters, which sponsored the test case for broadcasters.

### Changing Hands

#### Announced

The following station sales were announced last week, subject to FCC approval:

■ KPLM-TV Palm Springs, Calif.: Pacific Media Corp., licensee, sold by its receivers to Esquire Inc. for \$710,000 to class-one, class-two and class-four creditors and maximum of \$240,000 for stock held by class-three creditors. PMC is bankrupt corporation being sold by its receivers, Irving Sulumeyer and Arnold L. Kupetz. Buyer is publicly traded former publisher of *Esquire* magazine. Company, which is 26% owned by Gulf & Western, New York, publishes *Gentleman's Quarterly* magazine and owns Esquire Films Inc. Other divisions include educational publisher and lighting manufacturer. John Smart is chairman of executive committee; A. L. Blinder is chairman of board, and Bernard Krauss is president. KPLM-TV is ABC affiliate on channel 42 with 316 kw visual, 45.8 kw aural and antenna 630 feet above average terrain.

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**Week's worth of earnings reports from stocks on Broadcasting's index**

Company	Period/Ended	Current and change					Year earlier		
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Combined Communications Corp.	Year 12/31/77	256,145,000	+20.9	20,625,000	+ 26.4	3.02	211,843,000	16,318,000	2.50
Cox Broadcasting	Year 12/31/77	186,430,000	+11.3	25,456,000	+ 28.8	4.11	167,461,000	19,759,000	3.36
Dun & Bradstreet	Year 12/31/77	638,872,000	+ 5.7	55,598,000	+ 16.4	2.11	602,790,000	47,752,000	1.80
Harte-Hanks	Year 12/31/77	146,374,000	+25.4	12,883,000	+ 22.1	2.88	116,703,000	10,547,000	2.41
Metromedia	Year 12/31/77	302,110,018	+13.0	32,148,841	+ 5.4	4.84	267,357,485	30,505,101	4.52
Multimedia	Year 12/31/77	92,500,000	+17.1	12,000,000	+ 20.5	2.73	79,009,000	9,955,000	2.27
RCA	Year 12/31/77	5,921,800,000	+10.4	247,000,000	+ 39.2	3.11	5,363,600,000	177,400,000	2.24
Storer	Year 12/31/77	122,023,000	+ 8.2	14,275,000	- 36.8	2.65	112,801,000	22,588,000	3.80
Taft	9 mo. 12/31/77	112,797,340	+27.0	17,121,292	+ 28.3	4.17	88,208,813	13,346,719	3.28
20th Century-Fox	Year 12/31/77	506,756,000	+42.7	50,780,000	+374.5	5.86	350,038,000	10,702,000	1.34
Washington Post	Year 1/1	436,102,000	+16.1	35,469,000	+ 44.8	4.18	375,729,000	24,490,000	2.72

■ WFTW(AM)-WIXV(FM) Front Royal, Va.: Sold by WFTW Inc. to Donald B. Harris for \$300,000, plus \$200,000 consultancy and agreement not to compete. Seller is owned by Charles B. Britt, who has no other broadcast interests. Buyer is resident of Potomac, Md., and, with his family, recently sold Washington women's clothing store chain, Joseph R. Harris Co., to Brooks Brothers-Miller & Rhodes. Mr. Harris has no other broadcast interests. WFTW is on 1450 khz with 1 kw day and 250 w night. WIXV (not on air) has construction permit for 95.3 mhz with 3 kw and antenna 170 feet above average terrain. Broker: Larson/Walker & Co.

■ WOWN(AM) Naugatuck, Conn.: Sold by Sound Communications Inc. to Naugatuck Valley Radio for \$235,000. Seller is principally owned by Frank G. Stisser, who also owns WEST(AM)-WLEV(FM) Easton, Pa. Buyer is owned by Albert T. Primo, owner of Greenwich, Conn., news service. He has no other broadcast interests. WOWN is on 1380 khz with 5 kw day and 500 w night.

■ WTWC(FM) Urbana, Ill.: Sold by Robert Durst to WTWC Inc. for \$225,000. Seller, who has no other broadcast interests, is retiring from broadcasting. Buyer is owned by Ernest Ham Huls (51%), Gifford, Ill., insurance broker; Harold R. Hopkins (29%), Rantoul, Ill., automobile dealer, and Albers Earman, vice president for sales of Sono-Mag Corp., Bloomington, Ill., broadcast equipment manufacturer. None has other broadcast interests. WTWC is on 103.9 mhz with 3 kw and antenna 145 feet above average terrain.

■ KBIC(FM) Alice, Tex.: Sold by Bethany Investment Corp. to Comal Broadcasting Co. for \$140,000. Seller is owned by Barry Snowden, who has no other broadcast interests. Buyer is owned by group of New Braunfels, Tex., professionals and businessmen: C. Herb Skoog, J.C. Reagan, Tom Burris (all lawyers), Jack Ohlrich, Doyle Krueger (real estate) and Carroll Hoffman (insurance). Mr. Skoog owns 40% of buying company, and others own 12% each. Group also owns KGNB(AM)-KNBT(FM) New Braunfels. KBIC is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Chapman Associates.

■ Other station sales announced last week included: KHAP(AM) Aztec, N.M.; KURA(AM) Moab, Utah, and WFMR(FM) Milwaukee (see page 68).

#### Approved

The following station sales were approved last week by the FCC:

■ KDMS(AM)-KRIL(FM) El Dorado, Ark.: Sold by El Dorado Broadcasting Co. to Lowery Broadcasting Co. for \$750,000. Seller is owned by J.A. West Jr., 50% owner of WJFL(AM) Vicksburg, Miss. Buyer is owned by John T. Lowery, El Dorado and Little Rock, Ark., businessman with no other broadcast interests. KDMS is 5 kw daytimer on 1290 khz. KRIL

is on 99.3 mhz with 2.95 kw and antenna 300 feet above average terrain.

■ KACH(AM) Preston, Idaho: Cache County Inc., licensee, sold by Michael Adams and others to Michael B. Lish for \$550,000, plus assumption of \$125,000 in liabilities. Sellers—Mr. Adams; his wife, Ina P.; Douglas A. Witaker and Merlin V. Fish—have no other broadcast interests. Buyer is general manager of KEVA(AM) Evanston, Wyo., and has no other broadcast holdings. KACH is on 1340 khz with 1 kw day and 250 w night.

■ Other station sales approved last week by the FCC included: KFBD-AM-FM Waynesville, Mo., and WAGY(AM) Forest City, N.C. (see page 68).

- *Negotiations*
- *Appraisals*
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## N.J. group attempts to block WGAL sale, wants channel moved

And it goes to court to force WNET to pay more attention to state

The New Jersey Coalition for Fair Broadcasting, a citizen group interested in securing VHF television service for that state, has petitioned the FCC to deny the sale of WGAL-TV Lancaster, Pa., to a subsidiary of Pulitzer Publishing Co. The group has also asked the commission to move WGAL-TV's channel 8 allocation to New Jersey.

The sale of the station was announced recently as part of a \$42-million deal that also included WTEV-TV New Bedford, Mass. The seller is the Steinman family of Lancaster, who last year agreed to sell the station as part of a settlement with local women's organizations.

The New Jersey group said, however, that the transfer of ownership presents the commission with an opportunity to rectify the long-troublesome New Jersey problem. If the commission fails to act on the petition, the group said, it "will once again pass up the chance to provide a viable and legally required remedy for the failure of any station to adequately serve the needs of the people of New Jersey."

"Once the assignment is consum-

mated," the petition said, "the vested interests of the assignee will make this response [moving the allocation] more difficult."

According to the petition, New Jersey "should be given its first local VHF commercial service even if it means depriving Pennsylvania of one of 12 such outlets."

■ The New Jersey Coalition for Fair Broadcasting also has gone to court with a complaint regarding what it says is the failure of WNET-TV (ch. 13) New York to carry out its commitments to serve New Jersey. The coalition has asked the U.S. Court of Appeals in Washington to review what the coalition says is the commission's inaction on a complaint filed on May 1, 1975.

WNET, licensed to the Educational Broadcasting Corp., is assigned to Newark, N.J., but has been operating from New York since 1961 as a noncommercial station. As a condition to the commission's authorization of the relocation, WNET was to maintain studio facilities in Newark and to produce programming responsive to that city's needs. Subsequently, after New Jersey residents appealed the commission's action, EBC made additional commitments of local service.

The coalition, in the complaint it filed with the commission in May 1975, said EBC had disregarded the commission's requirements and its own commitments.

## Programming

### PTA announces results of its watch on the TV networks

It rates the 10 'best' and 10 'worst,' ranks CBS, ABC and NBC in that order, says it will do more monitoring

The National Parent Teachers Association, further establishing itself as a television watchdog, last week released a guide critiquing every program on prime time commercial TV last fall.

An association press conference in Chicago Wednesday, was accompanied by a 10-best and 10-worst programs list.

The best, based on PTA monitors' rating of violent and sexual content and overall quality, are: *Little House on the Prairie* (NBC), *Eight is Enough* (ABC); *Fitzpatricks* (CBS—since canceled), *Rafferty* (CBS—canceled), *Waltons* (CBS), *Grizzly Adams* (NBC), *Donny and Marie* (ABC), *Mulligan's Stew* (NBC—canceled), *World of Disney* (NBC) and *60 Minutes* (CBS).

The worst: *Soap* (ABC), *Redd Foxx Show* (ABC), *Maude* (CBS), *NBC Movies*, *Man from Atlantis* (NBC—since canceled), *Kojak* (CBS), *Three's Company* (ABC), *CBS Movies*, *Welcome Back, Kotter* (ABC) and *Busting Loose* (CBS).

The association said its members detect a lessening in the amount of gratuitous violence on television, but still feel there is too much. It was concern about the possible harmful effect of TV violence on child viewers that prompted the national PTA to undertake its TV crusade, holding regional hearings around the country in 1976 and 1977 and putting together the monitoring project.

Its list of the 10 worst shows of fall 1977 was appended with a list of the 10 most violent, which is composed of: *NBC Movies*, *Kojak* (CBS), *Charlie's Angels* (ABC), *Police Woman* (NBC), *Rockford Files* (NBC), *Six Million Dollar Man* (ABC), *Bionic Woman* (NBC), *Starsky and Hutch* (ABC), *Man From Atlantis* (NBC) and *CBS Movies*.

The rankings don't stop there; the PTA turned to the networks themselves, rating them on the quality of their prime time shows and on their cooperation with PTA's efforts. CBS was awarded the top ranking for having the most shows in the top 20 of best quality and the most in the category of least violent. But the network is a disappointment to the association for carrying shows rated low by PTA such as *CBS Movies* and *Kojak* and for canceling PTA highly ranked shows such as *Fitzpatricks* and *Rafferty*. PTA gave CBS "special mention" for *60 Minutes*, "the only adult program in the top 10 which can be comforta-

# BANG



bly viewed in the family setting.<sup>13</sup>

ABC, although characterized as being "most hostile" to PTA's concerns, was nevertheless ranked second among the three, for its carriage of such family shows as *Eight is Enough* and *Donny and Marie*. But in the minus column, it had four of PTA's worst shows and, apparently more than the other two, in PTA's opinion, tried to replace "titillating violence" with "titillating sex."

NBC, said PTA, presents "the most confused picture," having the fewest shows in the top 20, while at the same time carrying *Little House on the Prairie*, the show most highly acclaimed by PTA members. NBC has the fewest programs among the 10 worst, but it is, PTA said, the most violent network. *NBC Movies*, for example, is "unequaled for objectionable family viewing," PTA said.

Lumped together, the networks were advised that despite having praise for the top-ranked programs, many of the PTA's monitors complained that "too many programs were an insult to intelligence, taste and language." In addition, "The National PTA . . . must state again that sex is not an appropriate or acceptable substitute for violence in series, specials or movie selections during children's viewing hours." The association urged that the networks develop more programs for adults in late prime time based not on sex or violence, but on "wholesome adult interests and complex plots."

All this is contained in a booklet entitled, "TV Program Review Guide," which PTA is now circulating, the result of monitoring prime time programming from Oct. 22 to Dec. 2 last year by PTA units representing each of the 50 states and the District of Columbia. The units, PTA said, were a "fair reflection of PTA membership."

The booklet rates every program in prime time last fall with stars, from zero to four, and adds a synopsis of criticisms from PTA members. CBS's *All in the Family*, for instance, rates three stars, with the accompanying explanation: "At times this program can treat a difficult subject beautifully and at other times be very crude—mostly where sex is concerned. Reviewers felt that the often controversial program content is best understood and appreciated by adults. Occasionally sexual innuendo was felt by one critic to be less harmful than that in many current programs because of confinement to heterosexual married couples . . ."

*Kojak*, which rates a zero, is treated like this: "Kojak was described as 'an obnoxious, overbearing bully,' and several critics expressed concern that the series presented 'a frightening image of big cities' . . . most viewers felt *Kojak* still contained gratuitous violence."

NBC's *James at 15*, subject of much attention from TV critics this year, received a so-so rating of two stars, and the accompanying critique: "Although many viewers found this a good show for older teens, with a positive approach to problem-solving, there were some who objected to the

**Ho-hum.** The network response to PTA's pronouncements was predictably cool. NBC found its bottom ranking on the PTA list "curious" in light of the fact that it tied with CBS for most programs in the top-20 list and had the fewest in the poorest category. It called the association's ratings "subjective rather than scientific" and "not necessarily reflecting those [judgments] of the country as whole." While NBC takes into account criticisms such as those, a network spokesman continued, "it is our responsibility not to allow the judgment of any one group to overly influence the entertainment fare it provides for as wide an audience as possible."

CBS, on the other hand, seemed pleased to be on top of the PTA network ranking, but agreed with NBC's contention that the study is a "subjective report" based on "some" people's perceptions.

ABC disputed PTA's statement that it has been the least cooperative with the association. "We have had good dialogue" in the past, it said, and will have "further discussions" with PTA representatives, at a meeting scheduled Feb. 22. ABC also said it was disappointed that some "excellent programs from our diversified schedule were overlooked or improperly evaluated."

A further reaction came from Donald Thurston, joint board chairman of the National Association of Broadcasters, who last week called PTA's television campaign "terribly negative and counterproductive." He said he would prefer to see the organization take a more positive approach, working with television decision-makers, for instance. The current crusade "may keep PTA alive," Mr. Thurston said, "but it's not going to do much for TV."

show's subject matter. One viewer wrote: "This program gets more crude each week . . . I think it would give children and early teens, especially, a lot of wrong ideas, implying it was perfectly all right for unmarried couples to live together . . . and it made the parents look square."

The top 10 shows each received four stars, such as *Donny and Marie*, which carried this description: "The show is well presented and very entertaining," offered one Ohio reviewer. "Everyone should enjoy this wholesome entertaining show," a Southwestern reviewer stated, with

another adding, ". . . even my four-year-old laughed and laughed." Other critics lauded the "good family models," "portrayal of happy family," "bright and positive format," and "high caliber" of production."

The PTA reported it used three criteria in its program ratings, beginning with "quality of life," measured by "conflict resolution through negotiation/discussion, broadening of human awareness, reinforcement of positive social or humane values, exemplary role models, wholesome entertainment, and educational value." A second criterion was "offen-

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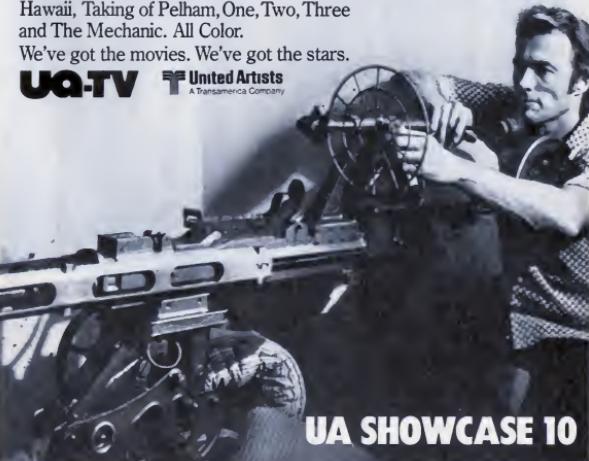
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sive content," measured by "gratuitous violence done to persons, property and laws; offensively portrayed sexuality or that revealed through innuendo or double entendre, and stereotyping by race, ethnic background, sex or age." The third is "program qualities," measured by "development of characterizations and actions; photography, music, special effects and costuming; over-all evaluation of the program ranging from crude to superior.

The program rating booklet represents the first shot fired by the PTA since it put the networks "on probation" the last six months of 1977. At that time, the association's leaders threatened future boycotts of national advertisers who place commercials on violent programs or filing petitions to deny licenses of random stations if the networks failed to improve the quality of TV fare. The probation period has now expired, but there was no talk of taking measures that extreme last week. Grace Baisinger, national PTA president, announced another round of program monitoring in the spring, with results to be

issued in the summer. In addition, she said, there will be a "major new initiative" details of which are to be revealed by Mrs. Baisinger at a luncheon of the International Radio and Television Society in New York March 3.

## U.S.-Japanese exchange held again this year

A delegation of some 35 Japanese television executives traveled to the U.S. earlier this month to talk programming, news, technology and business with their American counterparts, as well as to urge greater use of Japanese programs on U.S. airwaves.

Sponsored by the U.S.-Japan Conference on Cultural and Educational Interchange (CULCON), it was the fifth in a series of meetings that alternate each year between the U.S. and Japan. Highlights of this year's meeting included tours of the MCA Universal studios, KABC-TV and noncommercial KCET-TV, all in Los Angeles; presentations in New York by

consultant Frank Magid and Arbitron President Ted Shaker, and a screening of Japanese programs.

The Japanese broadcasters also heard advice from the U.S. representatives as to what types of programs might be suitable for TV play here. Toward that goal a joint committee was established with the following U.S. members: Al Korn, vice president, television programming/films, RKO General; Win Nathan, vice president, worldwide syndication, Time-Life Television; John Serrao, director, operations and programming, Petry Television; Joseph Anderson, manager, operations, noncommercial WGBH-FM-TV Boston; Peter Robeck, president, Robeck Corp., and Jeanne Mulcahy, director of foundation and government projects, noncommercial WNET-TV New York.

Included among the 45 participants exchanging ideas with the Japanese were broadcasters ranging from Richard O'Leary, president of the ABC Owned and Operated TV Stations, to James Fellows, president of the National Association of Educational Broadcasters. Others included Canadian representatives and members of the Japan Society. Serving as chairman on the U.S. side is Roger Rice, president of the Television Bureau of Advertising.

### Breathing easier on the borderline.

The FCC has revised the method by which the top 50 television markets are determined each year for applying the prime time access rule. Beginning in fall 1980, a three-year rather than a one-year period will be specified during which the market will be in or out of the rule, and the list of markets will be based on an average of the two Arbitron sweeps occurring two-and-one-half and three-and-one-half years before the September in which the list becomes effective. The change is designed to ease the uncertainty felt by stations in markets that may drop out of the top 50 or move back into that category.

## CBS tries 'Hulk,' 'Husbands'

CBS-TV has replaced its Friday night movie slot with two series tryouts, *The Incredible Hulk* and *Husbands, Wives and Lovers*. Both will premiere March 10.

Going into the 9-10 p.m. hour behind *Wonder Woman* is *Hulk*, who will be played in his normal research scientist self by Bill Bixby. In his transformed persona (a condition that occurs whenever he is angry), the Hulk will be played by Lou Ferrigno, a former Mr. Universe. *Hulk* aired twice last fall as specials on CBS—on Nov. 4, when it pulled a 33 share, and Nov. 28, when it pulled a 34. Universal is producing.

*Husbands, Wives and Lovers*, a one-hour comedy, will follow *Hulk* at 10 p.m. According to CBS, the show revolves around "the hilarious hassles, foibles and frivolities" of five suburban couples (including a dentist, a lawyer, a pharmaceutical



**Battle of the sexy's.** Action series ain't what they used to be. The return of *Black Sheep Squadron* to NBC-TV's prime time schedule Wednesday (Feb. 22, 9-10 p.m. NYT) will see the addition to the regular cast of four attractive nurses collectively labeled "Pappy's Lambs." Their first episode is entitled "Forbidden Fruit."

It's all part of head programmer Paul Klein's vow to bring more female-oriented shows to the network. Pappy's Lambs will now be in direct competition with ABC-TV's *Charlie's Angels*. Robert Conrad, who stars in *Squadron* as World War II flying ace Pappy Boyington, explains the strategy this way: "We're out to make people forget about Charlie's Angels. And we're already ahead of them. We've got four to their three."

There is greater ground to be gained in the ratings, however. This season, *Squadron* has averaged a 27 share, while *Angels* has averaged a 40.

cal salesman, a boutique owner and a garbage truck tycoon) living in California's San Fernando Valley. The plot structure may offer expanded possibilities for producer Don Van Atta, who also is involved in ABC-TV's *Three's Company*. The pilot of *Husbands, Wives and Lovers* aired on CBS last July 18, pulling a 37 share.

## Program Briefs

**Sex/violence discussion.** National Association of Broadcasters has lined up panel on TV sex and violence for its annual convention in Las Vegas April 9-12. Participants in session, labeled "Sex, Violence and the Public's Role in Television," are to be Michael Landon, actor, producer and director; Phil Donahue, host of *Phil Donahue Show*; Roy Danish, director of Television Information Office, and Sir Brian Young, director general of Independent Broadcasting Authority, London.

**Add-ons.** Four stations are new affiliates of ABC Radio. Joining ABC Entertainment are WCAR(AM) Detroit and WTCF(FM) Savannah, Ga. New affiliate of American Contemporary Network is KOFM(FM) Oklahoma City. KSIX(FM) Corpus Christi, Tex., has joined American FM Network.

**New to NBC Radio.** KUPL(AM) Portland, Ore., and KCSC(AM) Pueblo, Colo., have become affiliates of NBC Radio.

**Sports export.** Worldwide syndication and marketing division of ABC Sports has sold Japanese distribution rights to U.S. professional baseball package to Fuji TV. Included in deal are *Monday Night Baseball*, major league playoffs and All-Star game, plus 1979 World Series.

**And now, daytime.** ABC-TV, which has been steadily gaining ground in daytime ratings against long-time leader CBS-TV, appears to have edged into the number one position with a string of wins since the first of the year. The most recent Nielsen standings show ABC with an 8.2 average for the two weeks ending Feb. 3, with CBS pulling a 7.9 and NBC-TV a 6.6. A number of factors have probably contributed to the turnover. ABC's recent gains in TV affiliates and the resulting improved clearances haven't hurt. All three networks lost daytime viewers with the drops in homes using television over the last year, but ABC lost less than its competitors. According to ABC's figures, its HUT levels in the fourth quarter of 1977 were 3% off what they were for the same period in 1976, while CBS was off 13% and NBC 14%. Probably most importantly, ABC has made a number of changes in its daytime schedule in the last year, with the goal of establishing a solid block of soap operas in the afternoon. *All My Children* was expanded from 30 minutes to an hour last April, and *General Hospital* and *One Life to Live* both expanded from 45 minutes to an hour Jan. 16. ABC is convinced the strategy has worked, and the numbers don't contradict that view.

**Short eye.** NBC-TV has set short-run trial for new series *Richie Brockleman, Private Eye*. Show will run for five weeks in Thursday, 10-11 p.m. slot (NYT), beginning March 16. Central character, a bumbling college-educated private detective, will be character in special two-hour episode of network's *The Rockford Files* on Feb. 24. Universal Television is producing in association with NBC.

## Filling in the blanks for NAB's Chicago radio conference

Outline of the National Association of Broadcasters first annual radio programming conference—scheduled for Chicago's Hyatt-Regency hotel Aug. 20-22—began to take shape last week at a planning session in New York called by William O'Shaughnessy of WVOX(AM)-WRZN(FM) New Rochelle, N.Y., an NAB radio board

member and chairman of the conference's steering committee. As he described it, the program is being designed "to put the small market guy on the same footing with the big market gurus."

The program is to begin on Sunday, Aug. 20, with eight "rap sessions" from 8 p.m. to midnight in a number of "format rooms"—one each for top 40, country, talk, all news, MOR-adult contemporary, beautiful music, soul and "the no-format format" of such AM radio giants as WCCO Minneapolis and WGN Chicago. Among the other sessions being worked into the Monday and Tuesday agendas: a panel-discussion session with presidents of major record companies, a session on research, a two-way press conference between program directors and editors of the radio trade press and a session on career planning. A Monday night cocktail party and Tuesday night dinner are to feature talent from major record labels.

Participating with Mr. O'Shaughnessy at last week's planning session were Dick

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Painter of KYSM-AM-FM Mankato, Minn., vice chairman of the NAB radio board; NAB staff Vice Presidents James Hulbert and Charlie Jones; ABC Radio's Hal Neal and Rick Sklar; Metromedia's David Moorhead, and RKO General's Harvey Mednick. The group picked St. Louis for the 1979 program conference, and Kansas City, Mo., for 1980's.

## John Royal dies; long-time NBC programmer was 91

Among his many credits: persuading some of the theater's biggest stars to perform for his network

John F. Royal, showman and long-time NBC executive who figured prominently in the development of both radio and TV network programming, died in his sleep at his apartment in New York last Monday (Feb. 13). He was 91 years old.

First as vice president in charge of NBC radio programs, then for 13 years as NBC's initial vice president in charge of television and finally as an NBC consultant who remained active until a year or so ago, Mr. Royal contributed many firsts in programming.

With a background of almost 20 years as an executive with the B.F. Keith vaudeville empire, he attracted many stars of the concert and vaudeville stages to NBC or solidified NBC's relationships with them. Among those in radio were Maude Adams, whom he persuaded to come out of retirement for an NBC broadcast; Arturo Toscanini, Harry Lauder, Ed Wynn, Mae West and Sophie Tucker. To TV audiences he introduced Raymond Massey, Uta Hagen, Burgess Meredith, Sidney Blackmer, Gertrude Lawrence, Leonora Corbett, Milton Berle and Dean Martin and Jerry Lewis, among others.

His discoveries—performers whom he starred for the first time in any show-business medium—included Eva Marie Saint, Rod Steiger, John Newland, Kyle MacDonnell and Grace Kelly.

Among other accomplishments Mr. Royal was instrumental in persuading Mary Martin to star in *Peter Pan* live on NBC-TV in 1955, said to have been the first network presentation of a full Broadway production. The telecast, aside from the huge audiences that it and subsequent taped versions attracted, helped establish television as a mature and acceptable medium.

He introduced regular sports programs to radio and developed regular sports coverage for NBC-TV, for which he also secured exclusive rights to Joe Louis's title fights, "Abe Lincoln in Illinois," "Winterset," "The Front Page," "Susan and God," "Blithe Spirit" and "The Great Catherine" were among the early dramas he presented on NBC-TV. *Kraft Theater*, *Robert Montgomery Presents*, *Play-*

*wrights' Theater*, *Philco Playhouse* and series or appearances by such stars as Perry Como, Sid Caesar, Noel Coward, Jimmie Durante and Dinah Shore were also credited largely to him.

In radio, one of Mr. Royal's proudest accomplishments was opening broadcasts to live audiences. Performers were originally sealed off by glass partitions, and comedians in particular suffered when their best lines were greeted by silence. Mr. Royal arranged to have the partitions removed before one of the Ed Wynn *Fire Chief* broadcasts in 1932 and the audience laughter went on the air with the jokes.

"It wasn't long," Mr. Royal said later, "before broadcasters were escorting audiences to the studios early to give them courses in belly laughter. And in a few years the studio laugh had made comedy the biggest thing on radio and boosted the medium into the class of a billion-dollar industry."

A consultant for NBC after his retirement in 1953, Mr. Royal went regularly to his office in the RCA building even after he suffered a stroke in 1972 and despite failing eyesight in his later years. There he had newspapers and trade magazines read to him, fired off memos presenting his views to NBC executives and discussed them with colleagues.

Mr. Royal was born July 4, 1886, in Cambridge, Mass., and was a reporter and editor for the *Boston Post* before joining the Keith organization. He left vaudeville in 1929 to become manager of NBC's WTAM(AM) Cleveland, and within two years was in New York as vice president in charge of NBC programs. He went into radio, he said later, because B.F. Keith hated it so much that "I knew [it] had to have tremendous potential."

Survivors include a daughter, Mrs. Richard A. Harper of Pacific Palisades, Calif.; a son, Edward F., of New York; four grandchildren and one great-grandchild. A memorial service is scheduled at Lady Chapel of St. Patrick's Cathedral in New York tomorrow (Feb. 21) at 11 a.m.



Royal

## Broadcast Advertising\*

### 1977 was a good year for PGW and its people

Peters Griffin Woodward Inc., New York, had a banner year in 1977 with billings by client stations increasing 47% more than the estimated industry growth in national spot TV, according to James R. Sefer, chief executive officer, in a talk given at the firm's annual stockholders meeting. At the subsequent board meeting, Charles R. Kinney, executive vice president, was named chief operating officer, title held formerly by Mr. Sefer. Thomas R. Will, vice president and Midwest manager, was elected to the board. Named vice presidents: John Werkmeister, head of the performance group, New York; William R. Hall, San Francisco office manager; I. Robert Steres, co-manager of sales in Los Angeles; Brian Byrnes and Brooks Carroll, Chicago team sales managers; Richard Kelly, sales manager, Detroit, and Kevin Murphy, sales manager of the American team, New York.

### New Interpublic local unit

Local Communications Inc., New York, has been formed as a subsidiary of the Interpublic Group of Companies Inc. to function in the areas of local marketing and media. The company will be operated by McCann-Erickson Inc., an Interpublic subsidiary. LCI will consist of the Media Investment Service spot broadcast division, which also will be active in program syndication, and the Communications Counselors Network, local account service division. Frank Donino, a senior vice president of McCann-Erickson, has been named executive vice president and general manager of LCI.

### Advertising Briefs

**Bayer to SSC&B.** SSC&B Inc., New York, has been appointed agency for all Bayer aspirin brands, replacing Doyle Dane Bernbach, New York. This portion of Sterling Drug account annually bills about \$16 million, of which about \$14 million is in broadcast.

**TVB's best of the dealers.** Three auto dealers and two dealer associations received certificates from Television Bureau of Advertising last week for "superior craftsmanship" in creating TV commercials. First prize winners, who received their awards in San Francisco during annual meeting of National Automobile Dealers Association: Krieger Ford, Columbus, Ohio (markets one to 50); Lloyd McKee Motors, Albuquerque, N.M. (markets 51 to 100); Ryan Oldsmobile, Billings, Mont. (markets 100 and over); Datsun Dealers of Southern California, Los Angeles (markets one to 50), and En-

## ABC-TV: The people's choice, says Arbitron

An analysis of who's watching what on TV, compiled by Arbitron Television, shows ABC-TV with eight of the 10 programs watched most by women 18 to 49 years old, eight of the 10 programs watched by children and all 10 of the programs watched most by teenagers.

The data was assembled from the diary responses taken during last November's sweep period (Nov. 2-29, 1977). The survey included 98,659 TV households in 211 markets covering all counties in the United States, excluding those in Hawaii.

Following are the breakdowns in each demographic category and in total TV households:

### Television households

1. *Happy Days* (ABC)
2. *Laverne and Shirley* (ABC)
3. *60 Minutes* (CBS)
4. *Charlie's Angels* (ABC)
5. *Eight Is Enough* (ABC)
6. *All in the Family* (CBS)
7. *Three's Company* (ABC)
8. *Waltons* (CBS)
9. *Little House on the Prairie* (NBC)
10. *NBC Monday Night Movie* (NBC)

### Total women

1. *Happy Days* (ABC)
1. *Laverne and Shirley* (ABC)
3. *60 Minutes* (CBS)
4. *Waltons* (CBS)
5. *All in the Family* (CBS)
5. *Little House on the Prairie* (NBC)
7. *Charlie's Angels* (ABC)
7. *Rhoda* (CBS)

### Women 18-49

1. *Happy Days* (ABC)
1. *Laverne and Shirley* (ABC)
3. *Charlie's Angels* (ABC)
3. *Eight Is Enough* (ABC)
3. *Three's Company* (ABC)
6. *Family* (ABC)
6. *NBC Monday Night Movie* (NBC)
8. *Big Event* (NBC)
8. *Waltons* (CBS)
10. *Louie* (ABC)

### Total men

1. *60 Minutes* (CBS)
2. *Happy Days* (ABC)

3. *ABC Monday Night Football* (ABC)
3. *Laverne and Shirley* (ABC)
5. *All in the Family* (CBS)
6. *Big Event* (NBC)
6. *Charlie's Angels* (ABC)
6. *NFL Football* (CBS)
9. *NBC Monday Night Movie* (NBC)
10. *Alice* (CBS)
10. *M\*A\*S\*H* (CBS)
10. *Rhoda* (CBS)
10. *Three's Company* (ABC)

### Total teens

1. *Happy Days* (ABC)
2. *Laverne and Shirley* (ABC)
3. *Charlie's Angels* (ABC)
3. *Eight Is Enough* (ABC)
5. *Three's Company* (ABC)
6. *Louie* (ABC)
6. *Starsky and Hutch* (ABC)
6. *What's Happening* (ABC)
9. *Welcome Back Kotter* (ABC)
10. *Hardy/Drew Mystery Hour* (ABC)

### Total children

1. *Happy Days* (ABC)
2. *Laverne and Shirley* (ABC)
2. *Wonderful World of Disney* (NBC)
4. *Donny and Marie* (ABC)
4. *Eight Is Enough* (ABC)
6. *Hardy/Drew Mystery Hour* (ABC)
6. *Scooby's Laff-A-Lympics* (ABC)
6. *Six Million Dollar Man* (ABC)
9. *Wonder Woman* (CBS)
9. *Tabitha* (ABC)

field New Car Dealers, Springfield, Mass. (markets 50 to 100).

**Leaving JWT.** Seven-Up Co., St. Louis, has notified J. Walter Thompson Co., New York that it is seeking new advertising agency, ending 36-year association between JWT and soft-drink firm. Annual billings for advertiser are estimated at \$16 million with \$12 million in broadcast. Spokesman for Seven-Up said there was no dissatisfaction with either current creative output or media strategy and execution, but added that "the long-term development of the company's over-all position within the soft-drink industry would be better served by the appointment of a new advertising agency."

**NAD in January.** Six challenges to national television advertising were resolved during January by National Advertising Division of Council of Better Business Bureaus. Modified or discontinued were spots for American Home Products (Easy-Off oven cleaner); Colgate-Palmolive (Cold Power detergent); Hasbro Industries (Charlie's Angels Dolls Adventure Set) and Subaru of America (cars). Reviewed and found acceptable were commercials for Ford Motor (Motorcraft Heavy Duty batteries) and General Mills Fun Group (Baby Heartbeat doll).

**Compatible.** Video in Paris offers advertisers complete line of production and post-production TV equipment for use in Europe with NTSC 525-line standards, eliminating need to convert from 625-line SECAM/PAL equipment common to those countries. Firm's U.S. rep is Spots Alive, New York; (212) 355-6486.

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## The Broadcasting

## Playlist Feb 20

Contemporary

Playback

Last week

This week

Title □ Artist Label

1	1	Staying Alive	Bee Gees	RSO
2	2	Just the Way You Are	Billy Joel	Columbia
4	3	Sometimes When We Touch	Dan Hill	20th Century
7	4	Love Is Thicker Than Water	Andy Gibb	RSO
8	5	Emotion	Samantha Sang	Private Stock
3	6	Baby Come Back	Player	RSO
6	7	Short People	Randy Newman	Warner Bros.
5	8	You're in My Heart	Rod Stewart	Warner Bros.
13	9	Night Fever	Bee Gees	RSO
10	10	Dance Dance Dance	Chic	Atlantic
11	11	We Are the Champions	Queen	Elektra
9	12	How Deep Is Your Love	Bee Gees	RSO
16	13	Peg	Steely Dan	ABC
12	14	Here You Come Again	Dolly Parton	RCA
27	15	What's Your Name	Lynyrd Skynyrd	MCA
15	16	Theme from "Close Encounters"	Meco	Millennium
19	17	Theme from "Close Encounters"	John Williams	Arista
14	18	Don't Let Me Be Misunderstood	L. Gomez	Casablanca
20	19	Can't Smile Without You	Barry Manilow	Arista
18	20	Come Sail Away	Styx	A&M
22	21	Lay Down Sally	Eric Clapton	RSO
23	22	Dust in the Wind	Kansas	Kirshner
21	23	Wonderful World	Art Garfunkel	Columbia
26	24	Poor Poor Pitiful Me	Linda Ronstadt	Asylum
25	25	The Way You Do the Things You Do	R. Coolidge	A&M
24	26	I Go Crazy	Paul Davis	Bang
17	27	Turn to Stone	Electric Light Orchestra	Jet/JA
42	28	Ebony Eyes	Bob Welch	Capitol
43	29	Hot Legs	Rod Stewart	Warner Bros.
29	30	Name of the Game	Abba	Atlantic
38	31	Falling	LeBlanc & Carr	Big Tree/Atlantic
35	32	Always and Forever	Heatwave	Epic
-	33	Sweet Talkin' Woman	Electric Light Orchestra	Jet/JA
36	34	Our Love	Natalie Cole	Capitol
37	35	Jack and Jill	Raydio	Arista
31	36	Thunder Island	Jay Ferguson	Asylum
33	37	Happy Anniversary	Little River Band	Capitol
28	38	Native New Yorker	Odyssey	RCA
-	39	Goodbye Girl	David Gates	Elektra
44	40	Theme from "Which Way Is Up?"	Starguard	MCA
-	41	If I Can't Have You	Yvonne Elliman	RSO
30	42	Desiree	Nell Diamond	Columbia
-	43	We'll Never Have to Say Goodbye	E.Dan & Coley	Big Tree
-	44	Running on Empty	Jackson Browne	Elektra/Asylum
34	45	Slip Sliding Away	Paul Simon	Columbia
41	46	Ffun	Con Funk Shun	Mercury
-	47	Too Hot to Trot	Commodores	Motown
45	48	Hey Deanie	Shaun Cassidy	Warner Bros.
49	49	Street Corner Serenade	Wet Willie	Epic
46	50	Breakdown	Tom Petty	Shelter/ABC

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played. A ▲ indicates an upward movement of five or more chart positions between this week and last.

**Orchestrated rock.** In one form or another, Electric Light Orchestra is in the active pile at top 40 radio stations. From *Out of the Blue* (Jet/JA) came *Turn to Stone*, the first single from that album to reach top 10 on "Playlist." Not only is that rocker still alive but now there's a second single in line behind it. *Sweet Talkin' Woman*, which also rocks, is new this week at 33. The record was an immediate add by KCPKAM Salt Lake City and music director Gary Waldron calls it "hot. It's a strong record. Mark my words... I've been waiting for it to be released as a single." *Out of the box*, England Dan and John Ford Coley are back with another ballad: *We'll Never Have to Say Goodbye* (Big Tree/Atlantic). It's off to a good start—debuts at 43—and at least one music director says the early momentum will carry the record up the charts. "It will be an out and out smash. No doubt about it. It's a fantastic record," says C. C. Matthews of WSAIAM Cincinnati. The single, which will appear on a soon-to-be-released album, *Some Things Don't Come Easy*, is a remake of a record recorded by Deardorff and Joseph last year. **Repeat performance?** Andrew Gold, the artist whose *Lonely Boy* (Asylum) single hit the top spot on "Playlist" last year, is back with a new record. *Thank You for Being a Friend* is "positive. It's fantastic," says Chris O'Kelly of WZGCFM Atlanta. "That one will break out of the Southeast. All the key stations down here are playing it... and we can usually smell one coming," says Mt. O'Kelly, who predicts the tune will be played by easy-listening stations as well as top 40.

Country

Last week

This week

		Title □ Artist	Label	
10	1	Mamas Don't Let Your Babies	Waylon & Willie	RCA
6	2	Don't Break the Heart	Margo Smith	Warner Bros.
8	3	What Did I Promise Her Last Night	Mei Tillis	MCA
3	4	Woman to Woman	Barbara Mandrell	ABC
4	5	Do I Love You	Donna Fargo	Warner Bros.
5	6	I Just Wish You Were Someone I Love	L. Gatlin	Monument
1	7	To Daddy	Emmylou Harris	Warner Bros.
12	8	You're the One	Oak Ridge Boys	ABC
7	9	I Don't Need a Thing at All	Gene Watson	Capitol
9	10	Out of My Head	Loretta Lynn	MCA
23	11	Shine on Me	John Wesley Ryles	ABC
2	12	What a Difference You've Made	Ronnie Milsap	RCA
-	13	Two Doors Down	Zella Lehr	RCA
22	14	I Love You...	Ronnie McDowell	Scorpion
-	15	Return to Me	Marty Robbins	Columbia
11	16	May the Force Be With You Always	Tom T. Hall	RCA
-	17	God Made Love	Mei MacDaniel	Capitol
13	18	Some I Wrote	Statler Bros.	Mercury
-	19	Yes Ma'am	Tommy Overstreet	ABC
16	20	Bartender's Blues	George Jones	Epic
-	21	Walk Right Back	Anne Murray	Capitol
15	22	Somethin' to Brag About	M.K. Place	Columbia
-	23	My Way	Elvis Presley	RCA
-	24	Shake Me I Rattle	Cristy Lane	LS/GRT
-	25	Angel of the Morning	Meibah Montgomery	United Artists

# Radio snubbed by duPonts; nine in TV get top honors

**Presentation ceremony is carried over PBS; NPR is in a stew**

The Alfred I. duPont-Columbia University awards presentation last week was a television event. On the one hand, there was live TV coverage for the first time, produced by noncommercial WNET(TV) New York and offered over the Public Broadcasting Service. And on the other, arousing the ire of National Public Radio in particular, was the fact that radio was left out of the awards.

There was no indication prior to the awards ceremony that radio would not be included. An NPR spokesman called the situation "unforgivable," and said that the network's president, Frank Mankiewicz, would be sending a letter of protest to Marvin Barrett, director of the duPont-Columbia survey and awards.

Elie Abel, dean of the Columbia Graduate School of Journalism and chairman of the jurors for the awards, attributed the lack of radio honors to a lack of money. The jurors, "rather than do an inadequate job," he said, decided to pass on radio this year. He said the awards program operated on a "penny-pinching budget" (about \$70,000 for the year), and "as a practical matter, we couldn't get the jurors together" long enough to handle both television and radio. He said they spent "the better part of a week" reviewing just the TV entries.

"I'm very unhappy about it," Dean Abel admitted. "I regret it and frankly apologize." He added, "We have not addressed the problem squarely until now."

A somewhat different version came from Marvin Barrett, who indicated the radio entries might not have been worth the trouble. He said that Columbia faculty had culled the best of about 200 radio entries, then given them over to one juror. He said he recommended, however, that there be no radio awards this year—the radio submissions differed in quality from the television winners "by a wide margin."

Those receiving silver batons as the best in broadcast journalism for 1976-77:

■ **Six American Families.** Produced by Westinghouse Broadcasting Co. and also presented over the Public Broadcasting Service. "Probably the most ambitious documentary series of the year—an attempt to portray contemporary America through profiles of six families," said the judges.

■ **Once a Priest.** Produced at WBBM-TV Chicago. "Religion . . . has seldom been presented with such understanding and impact as in this hour-long documentary concerned with the vocations of 10 young

Catholic priests."

■ **The MacNeil/Lehrer Report.** Produced by noncommercial WNET(TV) New York and WETA-TV Washington. "Day after day . . . thoughtful, in-depth treatment to important news developments that are dealt with more superficially on evening newscasts."

■ **28 Tonight.** Produced at noncommercial KCET(TV) Los Angeles. "Local magazine show whose revolving format made for excellent in-house investigative features as well as independent documentaries."

■ **The Timber Farmers.** Produced at KGW-TV Portland, Ore. "Sixty-minute documentary which explored a controversial subject of great local concern without oversimplification or slight to either side."

■ **WFAA-TV Dallas.** "A record of outstanding service to its community which included distinguished coverage of the energy crisis and local racial issues, in addition to an impressive series of extended investigative reports."

■ **Human Rights: a Soviet-American Debate and The Struggle for Freedom.** Both produced by NBC News. "Within three days, NBC News presented two excellent programs on human rights."

■ **The Police Tapes.** Produced at WNET. "Stunning combination of on-the-spot observations and perceptive social commentary concerning . . . the South Bronx in New York City, achieved with a minimum budget and maximum understanding of the dilemmas of police officers and residents alike."

■ **Walter Cronkite and The CBS Evening News.** "Not only does Walter Cronkite anchor the most successful and technically proficient of the three networks' evening newscasts, but he was in the year under consideration a particularly eloquent and effective spokesman for the demanding profession of TV newsmen."

Eight others received duPont/Columbia citations: *ABC News Closeup: New Religions-Holiness or Heresy*, "An Incident at Brown's Ferry," an episode on *Nova*, produced at noncommercial WGBH-TV Boston; *Chinatown: Immigrants in America*, an independently produced documentary from the Downtown Community Television Center and WNET; *The Politics of Abortion* and *Guess Who's Pregnant*, produced by noncommercial WTTW(TV) Chicago; KYW-TV Philadelphia, for "overall service to the community as well as excellence in investigative reporting;" *A Human Relations Test*, produced by WTMJ-TV Milwaukee; WBBM-TV Chicago, for "an exceptional record of investigative reporting;" and *Murder One*, produced by Georgia Educational Television, University of North Carolina Television Network and WNET.

The two-hour PBS broadcast originated from Columbia University's Low Memorial Library in New York Tuesday night. The proceedings were conducted by Dean Abel.

Aside from Dean Abel, those serving as jurors (who were backed by 80 duPont-Columbia correspondents across the country)

for this year's awards were Richard T. Baker, Columbia journalism professor; Edward W. Barrett, former journalism school dean and now publisher of the *Columbia Journalism Review*; Michael Arlen, *New Yorker* magazine television critic; Dorothy Height, president of the National Council of Negro Women and National News Council board member; and Michel Novak, author, media critic and Syracuse University religion professor.

Providing "observations of the jurors," Dean Abel said that program entries have steadily improved in quality. But then he gave the bad news. "The jurors are worried to say the least over the decline in prime-time documentaries," he said, explaining that while some of the top coverage was presented as minidocumentary series, "we are concerned" that the 30- or 60-minute forms allowing deeper treatment "should not be shut out of the schedule."

He also expressed the jurors' disappointment that evening news was not expanded to an hour on the network level.

Furthermore, Dean Abel said, "local news in particular is still too preoccupied with trivia, with flashy new equipment and show-business gimmicks." And he said that broadcast journalism's quality, in part, is declining as news and public affairs become more successful. As news competition increases, he added, and ratings become more important, often "responsible coverage is driven out by frivolity."

Those on-stage to present the awards and citations also had their opinions on the state of the art. Veteran broadcast journalist Edward P. Morgan, for example, said that except for some "stubborn exceptions" news is "becoming show business." On the noncommercial side, he added that it was hoped that public broadcasting would become the "conscience" of the community. "It hasn't happened," he said, but "it could." ABC's Howard K. Smith, another presenter, however, was more optimistic. "I think television is not as bad as it's made out to be," he said, claiming that it is a mistake to judge television as if it were the only source of news.

## Lando, Stossel to get Polk reporting awards from Long Island University

Two broadcast newsmen were announced last week as winners of George Polk Memorial Awards for 1977. They are Barry Lando, producer of CBS News's *60 Minutes* (for network radio and television reporting) and John Stossel, consumer news reporter for WCBS-TV New York (local radio and television reporting).

Along with 10 other winners in print categories, they will receive Polk Awards at a luncheon at the Hotel Roosevelt in New York on March 15. The awards are presented annually by Long Island University in New York to honor a CBS correspondent who was slain in 1948 while covering a civil war in Greece.

# Public affairs weak in New York, says New School report

Fourteen-week study finds such shows get little support, either by stations or audiences

New York's six commercial TV stations get low marks on their programming to meet community needs in a report issued by the Lab for Public Affairs Television at the New School's Center for New York City Affairs.

A survey conducted over a 14-week period in 1975-76, the report said, "indicates that the process of materially translating ascertained community problems and needs (ACPN) into local public affairs (LPA) programming was often arbitrary, superficial or both."

"While LPA is acknowledged to be a principal program form essential to TV programming, the programming studied—in terms of budget allocations, form and quality of presentations, and broadcast scheduling and promotion—was subject to constraints arising from the so-called 'realities' of the TV industry; namely, that commercial stations are profit making by definition and, therefore, must attempt in all programming to maximize ratings, audience shares and advertising revenues."

The survey was conducted for the lab by three graduate students of the New School's department of urban policy analysis. The lab itself is a project funded by a \$116,000 grant from the John and Mary R. Markle Foundation and aimed at finding new ways to promote the development of high quality, local public affairs TV programming.

Most of the local public-affairs programs in the survey period, according to the report, consisted of in-studio talk shows, "the least costly format," and were generally scheduled on weekday mornings or early weekend afternoons. "periods with far smaller audience potentials [than] other time periods." Nor did they get much promotion, the report asserted.

They also got "far lower local ratings and audience shares than entertainment programs, regardless of placement in the broadcast schedule," and received little or no advertiser support.

"Due to the broad nature of issues in their ascertainment listings (i.e., education, crime, medical care, etc.), stations can and do (semantically) legitimize programs of a marginal nature as dealing with core ACPN issues," the report declared.

In summer, it continued, local public affairs programs were rerun heavily even though in some cases they were out of date, and layoff of public-affairs production staffs is widespread during the rerun months: "an over-all state of affairs which leaves the impression that the New York broadcast region suddenly becomes devoid of new problems and needs each year during June, July and August."

Herbert Danska, a former commercial

television producer and director who is director of the Lab project, said that, despite the findings, "the potential for public-affairs programming is there. Witness the success of *60 Minutes*, currently in the top 10 of all TV shows. If responsive local public-affairs TV were so budgeted that it could be excitingly produced and promoted, we're convinced substantial audiences can be built for innovative, issue-oriented local television."

The survey was one of three phases of the project. The second will concentrate on developing new concepts and formats for public-affairs programming. The third will attempt to develop a blueprint for—and test the feasibility of—a nonprofit center that would work jointly with stations in creating quality programming.

## Lower retiring from ABC, but not from the arena

Defender of First Amendment rights for journalists cited by RTNDA; his voice will continue to be heard at school and other forums

Elmer W. Lower, retiring from ABC Inc. on April 1 after almost four years as corporate affairs vice president and for 11 years before that as president of ABC News, has been hailed by the Radio Television News Directors Association for his contributions to broadcast journalism over the years.

A resolution adopted by the RTNDA board praised him as one who "has helped broadcast journalism achieve leadership and credibility in the dissemination of information throughout the world," as "one of the most staunch defenders of the First Amendment's free press guarantees" and as "one of the leaders in the struggle to gain unimpeded access for broadcast journalism to news sources and news stories."

Mr. Lower joined ABC News as president in 1963 after four years with NBC News, first as chief of its Washington



Lower

bureau and then as vice president and general manager in New York. He had previously been with CBS News from 1953 to 1959 as Washington bureau chief and as director of special projects.

With extensive background as a newspaper and wire service editor and reporter, he was with the Office of War Information during World War II. After the war he was a foreign correspondent for *Life* magazine for six years, then was chief of the information division in the Office of the High Commissioner for Germany from 1951 to 1953.

Both as ABC News president and in his present post since 1974, Mr. Lower has traveled and spoken extensively in defense of broadcast journalism's First Amendment rights.

He will teach broadcast journalism each fall semester at the University of Missouri School of Journalism, beginning next fall, and this spring will appear as visiting professor at James Madison University at Harrisonburg, Va., in April and at Brigham Young University at Provo, Utah, in May and June. He also has several speeches scheduled including two lectures at the International Institute for Journalism in Berlin. He plans to continue living in New York.

## Panama Canal coverage scores for NPR stations

Survey counts five-fold jump in major metropolitan areas

Live coverage of the Senate's debate on the Panama Canal treaties two weeks ago (BROADCASTING, Feb. 13) brought public radio nearly five times more listeners in New York, Los Angeles and Washington than it is accustomed to, according to a telephone survey conducted for the Corporation for Public Broadcasting.

A Chicago-based research firm, Market Facts Inc., which telephoned people in those three cities the weekend following the three days of National Public Radio's gavel-to-gavel coverage (Feb. 8-10), reported that 11.1% of the over-18 population in Washington had tuned in to NRP at some point in the week, as had 7.6% in New York and 11% in Los Angeles. That translates to 238,400 listeners on noncommercial WETA-FM Washington (compared to a normal weekly average of 101,300), 898,400 to WNYC(AM) New York (compared to a normal 133,300) and 679,400 to both KUSC(FM) Los Angeles and KPCS(FM) Pasadena, Calif. (the normal for the two is 144,800).

In all, CPB projects, 1,816,200 people listened to public radio in those three cities during the debates, compared to a normal average of 379,400. The figures are based on answers of roughly 315 people sampled in each city by Market Facts.

The Senate debates continue this week with NPR's correspondent covering from the Senate gallery. NPR had not decided, however, whether and how much to broadcast live. The commercial radio networks

are also covering the event, which marks the first time in history broadcasting has been permitted to record a Senate debate. All are taking their material from a pool feed manned by ABC.

## Study reveals good news for local news

**M-H look at HUT decreases for early-evening periods applied less to news shows than to competing entertainment**

A study of homes using television indicates that the TV audience declines that showed up in November 1977 were felt less by news programs than nonnews programs in the early evening.

McHugh & Hoffman, the northern Virginia-based broadcast news consulting firm, studied Arbitron and Nielsen data for the primary early-evening news-viewing periods in 32 markets and found that in many cities where the viewing level dropped from 1976, the news's share of the audience increased. In one or two instances, not only the share of the audience rose, but the actual number of news viewers may have increased.

At base, the study would indicate that in areas where the audience dropped during the early evening, it did not drop as much for news shows as for nonnews programs scheduled opposite the news. It appears from the markets studied, said Roy Meyer of the McHugh & Hoffman staff, that "there is more stability in news viewing" than in nonnews.

The study found that while early-evening HUT levels declined in two-thirds of

the 32 markets researched, the news's share of the audience increased in 17 of the 32. The news share remained stable in nine others and declined in three.

In most cases where HUT levels declined, news viewing did too, even if news's share of the audience increased. In Detroit, the seventh market, for example, Arbitron showed the news's share up 3% in 1977 over 1976. But there was a real loss of nearly 100,000 viewers by the 6 p.m. news, reflecting the sharp loss in HUT level of seven rating points, the McHugh & Hoffman study shows.

But in Louisville, Ky., the 45th market, where there was a sharp decline in overall viewing at 6 p.m., Nielsen figures showed an increase in adult news viewers of 8,000. Louisville is a case where the ratings services differed, however. Arbitron showed a decline in news viewers of 32,000.

Among the top 10 markets, the McHugh & Hoffman study shows that in New York both HUT levels and news share of the viewing audience were down in 1977; in Los Angeles Nielsen showed HUT and news viewing levels up, while Arbitron showed them both down; in Chicago HUT levels were either stable or down, depending on the ratings service, but in both cases news's share of the audience was up; in Philadelphia both HUT levels and news viewing shares stayed the same; in Boston HUT levels declined, but news shares were stable; in San Francisco Arbitron showed HUT levels remaining stable, but news shares and audience were up sharply at 6 p.m.; in Cleveland, HUT levels were stable, and news shares and audience up; in Pittsburgh HUT levels were down slightly, news shares held steady.

Mr. Meyer said last week that McHugh & Hoffman plans to do a similar study of late-evening news viewing some time in the next month or two.

## PBS into international news exchange

The Public Broadcasting Service is going international. As part of a two-month experiment due to begin March 1, PBS affiliates in the U.S. will exchange television news and public affairs material with broadcasters in Europe and Asia.

The international exchange will provide a daily feed of foreign news stories to public television stations for incorporation into their local public affairs programs. In turn, PBS will make its "daily exchange feed" available to the European Broadcasting Union in exchange for EBU's Eurovision news exchanges.

The PBS daily feed is a collection of news stories and public affairs segments produced by PBS stations, assembled by WGBH-TV Boston and then distributed as a 30-minute feed via the PBS national network. About 25 stations have contributed material to the news feed, PBS said, and about 40 stations have reported using material from it in their local public affairs programs.

The Eurovision exchange provides

about 25 participating broadcast organizations with news stories collected from material submitted by broadcasters throughout western Europe, said PBS. EBU also coordinates exchanges with broadcasters in eastern Europe (Intervision), the Arab Broadcasting Union, the Asian Broadcasting Union and Israel.

The daily feeds to Europe will be handled by EBU from its New York office via satellite. PBS consultants in London will review and excerpt the Eurovision feed for transmission to Boston.

According to Davis Lacy, coordinator for current events programming at PBS, the public network is planning a initial feed of about 10 minutes a day from Europe. Plans now call for tapes to be prepared in London and shipped to Boston, but, Mr. Lacy said, PBS is now considering buying satellite time for the feed to the U.S.

The two-month experiment is being paid for with a \$24,000 grant from the German Marshall Fund of the United States.

Cablecasting®

## FCC orders staffs to narrow options on cable rules

**Following Ferris's lead, commission tells Cable Bureau, Broadcast Bureau and OPP to come back another day with understandable suggestions**

After marching up the hill to do battle over the FCC's issuing a rulemaking aimed at deleting the cable television nonnetwork duplication rules, the Cable Television and Broadcast Bureaus were ordered to march down again last week and, with the cooperation of the Office of Plans and Policy, prepare some options that would permit the commission to make a "surgical" choice on a notice of rulemaking.

The Cable Television Bureau staff—principally, William Johnson, Michael T. Hendrickson and John Whetzel, an economist—spent two hours outlining and supporting the case for a rulemaking that would generally call for repeal of the rules. The rules are designed to protect—against cable systems in their respective markets—the exclusivity rights of television stations in the top 100 markets. (The rules are particularly protective of stations in the

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**Continental**

top 50 markets.) They also give copyright owners the right to demand one year's exclusivity protection for a program in any of the top 100 markets after selling the program in one of them.

The Cable Bureau's position was that, while the rules are an annoyance, even an "outrage," to subscribers of cable systems subject to the rules, they do not count for much as far as television stations are concerned. Broadcasters do not invoke the rules often, they said. And an economic study by the bureau indicated that only 4% of all television households subscribe to cable systems in the top 100 markets that are subject to the rules, and that in a "worst case" situation, a station would lose less than 4% of its audience, or a 1% audience share, if it was denied protection of the rules.

The Broadcast Bureau agreed that the rules are ineffective and are poorly drawn. (In fact, they were included among the rules adopted in 1972 without benefit of comment. They were the product of the consensus agreement among broadcasters, cable interests and copyright owners that was orchestrated by the White House and then FCC Chairman Dean Burch and that paved the way for commission action on the rules [BROADCASTING, Nov. 15, 1971].) But the Cable Television Bureau's study, Larry Eads said, did not touch on the question of the possible harm suffered by stations in markets below the top 100 or in areas where cable systems enjoy grandfather status.

Accordingly, the Broadcast Bureau argued, the commission should issue a notice of rulemaking that would seek comment on a proposal to extend the rules' protection to markets now outside it, and to simplify them. (The complexity of the rules, at least as they apply to stations in markets 51 through 100, is given as one reason stations do not seek their protection.)

"We think there is need for a syndication rule," said Martin Levy, deputy chief of the Broadcast Bureau. "[The Cable Television Bureau's] study doesn't prove anything except that the rule doesn't work."

To Chairman Charles D. Ferris, the conflicting arguments and proposals were too diffuse to permit the commission to issue a focused notice of rulemaking. It would involve presenting "a platter of offerings much wider" than parties could conveniently handle, he said.

His suggestion—approved 7-0—was that the two bureaus, with the aid of the Office of Plans and Policy, which has the capacity to provide economic analyses, develop three options with an economic justification for each. The options would include retaining the present rules (but rewritten in "plain English"), deleting the existing rules as proposed by the Cable Television Bureau, and "something in between"—presumably a modification of the existing rules, possibly as suggested by the Broadcast Bureau.

When the options are presented, the commission would make "a more surgical choice" for a notice of rulemaking than is

now possible, the chairman said.

And he indicated he would like fairly prompt action. He mentioned a possible deadline of three months. And when Commissioner Abbott Washburn suggested awaiting the results of the economic inquiry into the relationship between cable television and broadcasting that the commission is undertaking and an assessment of the effect of the cable television copyright legislation that went into effect last month, the chairman replied negatively.

As for the inquiry, Chairman Ferris said the commission could always make use of whatever information is supplied in connection with it in the next several months. And as for the copyright law he said, "I don't think it's our responsibility to second-guess the wisdom of Congress in enacting a law and setting up copyright mechanisms under the guise of balancing interests." Besides, he said, watching that law "could go on forever."

## Two broadcasters ordered to cut back cable ownerships

**Marsh Media and KSN had increased grandfathered interests in co-located CATV's, but commission tells them both to divest**

The FCC has directed two broadcast companies to divest themselves of interests they acquired in co-located cable systems after the commission adopted a rule in 1970 prohibiting such crossownership. In each case, the company was adding to holdings acquired before the rule was adopted and grandfathered under it.

In one case, Marsh Media, licensee of KVII-TV Amarillo, Tex., was required to sell off 25% of the stock in a cable system in which it had owned another 25% since 1968. The new stock became available last year when two former partners, Bass Broadcasting and Cablecom General, sold out. Marsh Media then claimed that a right of first refusal it had under the original partnership agreement was grandfathered along with the 25% stock interest—a theory the commission rejected. Marsh's remaining partner, Stauffer Publications Inc., is expected to increase its holdings to 75%.

In the other case, Kansas State Network Inc., of Wichita, Kan., was ordered to give up a 40% interest in cable systems in Lyons and McPherson, both Kansas, which are within the service areas of KSN's KARD-TV Wichita and KCKT-TV Great Bend, Kan. KSN, which originally owned 60% of the two systems, increased its holdings to 100%. At the same time KSN disposed of its 60% holdings in two other cable systems which were within the service area of KSN's KOMC-TV McCook, Neb.

Commissioner Margita White dissented to the action in the KSN case, contending it ran counter to the commission's deci-

sion in one involving Cox's Georgia Cablevision, Atlanta. In that one, the commission granted Cox a two-year waiver of the rule to permit it to increase its interest in the cable property from 56% to 100%. Commissioner White said denial of a waiver was "especially unfortunate where KSN has withdrawn completely from another system in which its control was grandfathered."

## New budget, new officers come out of NCTA meeting

**Heavy lobbying expenditures allocated for rewrite and economic inquiry; Hughes is new chairman; Dittrick vice chairman**

Approval of a record budget and the election of new board officers were two of the actions taken at the board of directors meeting of the National Cable Television Association held in Boca Raton, Fla., last week.

The \$1.8 million budget (up 12.5% from the previous one of \$1.63 million) is a balanced one that contains the following major allocations:

- \$50,000 for the Communications Act rewrite.
- \$50,000 for the FCC's cable economic inquiry.
- \$40,000 for the implementation of the pole attachment legislation recently passed by Congress, including working with state associations.
- \$25,000 for the NCTA's Accounting Principles Board, which is developing new standardized bookkeeping procedures for the industry.
- \$25,000 for a public relations "outreach" program for general circulation media.
- \$20,000 for the FCC's syndicated exclusivity rulemaking.

New board officers are: Robert Hughes, Communications Properties Inc., chairman; Douglas Dittrick, Viacom Communications, vice chairman; William Strange, Sammons Communications, secretary, and J. Richard Munro, Time Inc., treasurer. They will take office at NCTA's annual convention in New Orleans, April 30-May 3.

In other actions, the board approved cable industry "principles of good service" that set out the industry's responsibility to: (1) provide as much diversity in programming as possible with the best technical quality available; (2) encourage experimental uses of the medium and attempt to ascertain community standards and whenever possible try to program to those standards; (3) avoid discrimination among employees, and (4) encourage the entrance of minority members into the industry.

The board also reviewed material to be presented later this month to the Senate

Communications Subcommittee which is developing cable legislation; created "sustaining directors," a post in which board members would remain for two years after their term to provide for better continuity, and dropped Washington as its choice for its 1981 convention. It will meet there in 1982 instead. No alternate site for 1981 has yet been picked.

## Qube coming along

**Warner's Columbus system claims half its earlier subscribers have signed up for two way, plans more specials and movie channels**

Warner Cable Corp., which had been tight-lipped on numbers since its Qube experiment was launched in Columbus, Ohio, Dec. 1, has broken the silence with the claim of more than 13,000 subscribers already on board ("In Brief," Feb. 13) as well as viewer acceptance of Qube's pay-per-program and two-way offerings.

The 13,000 Qube subscriber tally, Warner said, results from initial marketing directed to some 26,000 homes that were wired to the 30-channel Qube. According to Gustave Hauser, Warner Cable president and chief executive officer, present weather conditions have seriously hampered installations. Once the weather improves, Warner plans to focus on those cable homes not yet converted and 75,000 others passed by the two-way system.

On the pay-programming side, nine premium channels on Qube were said to be actively used. The purchase rate among Qube subscribers for live sports, such as Ohio State basketball games at \$2.50, was put at 10%-15%. During January, Warner said, Qube subscribers were buying an average of two new movies a month. Tuition courses on Qube offered by local universities drew 55 students in the first three weeks of availability, Warner added.

Due to public acceptance, Mr. Hauser said, Qube will be expanding its local live programming from 17 to 45 hours each week. Warner computer polling was said to have shown that more than two-thirds of all Qube subscribers use the live-local "Columbus Alive" channel and join in its two-way programs.

Plans also are to beef up pay programming considerably, with more specials and the addition of two premium movie channels. According to a Warner Cable spokesman, to come are a "Golden Oldies" channel with classic movies, and a "Drive-in" channel with Kung-Fu, horror, science fiction and other film types generally not available on either conventional or pay television. Many of the additional program ideas were said to have been prompted by viewer requests.

The advertising line-up on Qube so far includes American Express, Paine-Webber, Jackson & Curtis and Lazarus Division of Federated Department Stores. Narrowcasting is expected to begin shortly with national pharmaceutical companies and trade associations providing closed-circuit cablecasts to selected audiences.

## Equipment & Engineering

### TV games are no fun for RCA any more

**Company halts production of its Studio II after sales slump**

RCA has suspended production of its programmable video game after a disappointing sales performance last Christmas, and the company is "reviewing its position" in the games market.

The \$150 black-and-white game, called Studio II, was introduced last summer. RCA won't reveal sales figures, but it is known that the product fared badly in the highly competitive games market, a fact most knowledgeable observers attributed to its lack of color. Approximately 120 workers have been laid off at the company's Swannanoa, N.C., manufacturing plant. Plug-in game cartridges will continue to be made there, although an RCA spokesman was unable to say how long cartridges would be produced or whether new cartridges would be added to the 10 now available.

Clair Searfoss, RCA's marketing manager on the game project, has left the company, and other executive changes are expected within the distributor and special products division, which handled the game.

According to RCA's Feb. 10 statement, "design and development for future [game] products is continuing at a reduced level." An RCA executive said last month that suspension of the project was anticipated (BROADCASTING, Jan. 30), but that given RCA's historical interest in computer-related fields and the expectation that the programmable games will evolve into the home computer center, the company would probably at least keep a close eye on developments in the market.

### RCA's cable satellite traffic shifted from Satcom II to Satcom I

RCA American Communications plans to shift cable TV traffic on its satellite system from RCA Satcom II to RCA Satcom I, which will then be reserved principally for cable program transmissions.

The move "provides the potential of doubling the numbers of channels which can be received by a single cable system earth station" and "provides new opportunities to cable television programming organizations and their affiliates," according to Andrew F. Inglis, president of RCA American Communications (RCA America).

The transfer is planned for early May, RCA said, "under a carefully scheduled phase-over plan which RCA Americom will coordinate with its program supplier customers." A closely coordinated shift of earth stations from one satellite to the

other during off hours can be done, according to the announcement, "quickly and easily with little or no disruption." RCA said more than 170 receive-only stations are currently "looking at" the satellite and receiving cable TV programming via RCA.

Each satellite was designed to handle simultaneously up to 24 broadcast quality TV channels, or more than 14,000 telephone conversations or 1.5 billion bits of data per second. Satcom II was launched in December 1975, Satcom II in March 1976. Each was designed for an eight-year life.

In another satellite move RCA Americom announced it has bought for \$910,000 from Satellite Equipment Leasing of Atlanta the earth station near Atlanta that it has been leasing and using since October 1976. The purchase was said to be part of a plan to offer expanded satellite services from the Southeast later this year, probably including voice, facsimile and data communications as well as additional video capacity.

### Colorful device gets debut during 'King'

**Electronic process converts black and white film to color**

A new post-production process for converting black-and-white film to color had its first network exposure in the NBC-TV miniseries *King* (Feb. 12-14).

Described as an "electronic masking technique" by its manufacturer, BJA Systems of Willow Grove, Pa., the as yet unnamed system was used to incorporate old newsfilm of civil rights marches into the TV biography of Martin Luther King Jr. According to Ralph Weigner, president of BJA, the coloring of about 10 minutes of newsfilm was completed at BJA's headquarters in a week's time at a cost of approximately \$1,000 a minute.

BJA received the film from producers Abby Mann/Filmways and transferred it to two-inch quad tape for the coloring process. Mr. Weigner declined to explain exactly how the system works, but he did say it involves a combination of digital and analog techniques that in essence create a second video tape containing the coloring instructions.

To do this, the operator screens the original tape one scene at a time, first selecting a base color to fit its predominant shades. He then subjectively fills in the remaining sections and programs the instructions into a memory system. When "animated," in combination with the original film the series of color instructions produce the color version. A light pen will eventually be used to select the coloring, Mr. Weigner said.

A producer on the *King* project described the results as "so-so." He said the system worked best in scenes where a limited amount of coloring was required, such as one in which the Washington monument was shown surrounded by a

clump of trees. There was a "stylized" or "sepia" quality to the colored footage, the producer said, which he felt would be valuable to create certain special effects, but not to create the impression of true-to-life realism. He also complained about the expense.

Asked about the system's potential for transferring old movies to color for broadcast on TV, he said that would probably "cheat" the lighting values of the original. The producer added the qualifier, however, that he had seen the process at work only on newsfilm of inconsistent quality in the first place, and that results might improve with better source film.

Mr. Weinger said that the system is still

being improved, but that in any case he had received numerous inquiries from film companies.

## Earth station money

### Financing company develops program with GE to help cable systems, stations buy or lease equipment

Ornstein Communications Associates, a New Rochelle, N.Y., financing and brokerage firm, has developed an earth station leasing program in conjunction with

General Electric Credit Corp.

According to Herb Ornstein, a cable operator (the program is also available to radio and TV stations) can choose the earth station and related hardware and take one of two types of leases: one in which the equipment is owned by the cable system at the end of the lease period (usually five years) and the payment of about 8% interest, or one in which the operator has the option at the end of lease to drop the lease, renew it or buy the equipment.

For cable systems that already have an earth station and would like to lease, GE will partially buy back the station and finance it for the system.

# Fates & Fortunes

## Media



Schmidt



Anderson

**Gert Schmidt**, president and general manager, WTLV(HTV) Jacksonville, Fla., appointed VP of owner, Harte-Hanks Communications's, television group. He continues as president of WTLV licensee, Television Twelve of Jacksonville, and in new post will represent Harte-Hanks stations in industry affairs and pursue acquisition of additional television properties. **George H. Anderson**, executive VP of Guy Gannett Broadcasting stations, Portland, Me., joins Harte-Hanks as VP-general manager of WTLV.

**Marvin H. Astrin**, president, WGN Continental Sales Co. and VP-sales manager and director, WGN Continental Broadcasting, Chicago, resigns to become president-chief operating officer and part owner of WAIT(AM) there. **Frederick G. Harm**, WAIT general manager, named VP-client services.

**Philip Luttinger**, director of special projects, CBS Television network research department, New York, named director, national television research.

**Frances Kaye Pullen**, freelance writer and former speechwriter for President Gerald R. Ford, named manager of public relations planning, ABC Inc., New York.

**Daniel L. Ritchie**, executive VP of

Westinghouse Electric Corp.'s Leisure Time Industries unit since 1974, named to new post of president, corporate staff and strategic planning of Westinghouse Broadcasting Co., New York, in move made by company to "substantively expand management capacity in important area of strategic planning."

**N. Arthur Astor**, executive VP-general manager, Drake-Chenault Enterprise, Canoga Park, Calif., named VP-general manager, KORJ(FM) Garden Grove, Calif.

**Jack Adamson**, VP-station manager, KIRO(AM) Seattle, appointed president-general manager, KBIG(FM) Los Angeles and KBRT(AM) Avalon, Calif. All are Bonneville stations.

**James G. Babb Jr.**, executive VP, Jefferson-Pilot Broadcasting, Charlotte, N.C., elected to board of directors. **John A. Edgerton**, managing director, J-P's WATV(HTV) there, promoted from J-P assistant VP to VP. **Steve Keeney**, managing director, J-P's KMM-FM Denver, also elected corporate VP. **Joseph B. Young**, VP-research and planning, elected assistant secretary of board. At J-P subsidiary, North Carolina Broadcasting, Greensboro, N.C., **Dan Griffin**, VP-manager of WBIG(AM) there, elected executive VP.

**Robert M. Olson**, assistant general manager, Gaylord Broadcasting's WTVT(HTV) Tampa, Fla., joins co-owned WUVE(HTV) New Orleans as VP-general manager, replacing **Douglas J. Wilson**, resigned.

**David W. Gifford**, account executive, WNBC-TV New York, named VP-general manager, WLKK(AM)-WLWU(FM) Erie, Pa.

**Charles E. Smith**, president and chief executive officer, WTM(A)-WPXI(FM) Charleston, S.C., retires after 23 years with stations, but retains ownership and board seat. He is head of Broadcast Computer Systems, which markets system and computer program he has helped develop to handle traffic and accounting operations of radio stations.

**David R. Chase**, director of programming, WNBC-TV New York, joins WIS-TV Columbia, S.C., as assistant general manager-program director.

**Tim Cowden**, manager of operations,

KTLA(HTV) Los Angeles, promoted to continuity and commercial acceptance supervisor.

**Robert D. Schleimer**, business manager, *Mike Douglas Show*, Group W Productions, Philadelphia, named to same post, WINS(AM) New York. Both production company and station are owned by Westinghouse Broadcasting.

**John C. White**, reporter for *Washington Star*, rejoins WJZ-TV Baltimore as editorial director.

## Broadcast Advertising

**Robert H. Ellis**, management supervisor; **Lary Light**, director of marketing services, and **Allen G. Rosenshine**, creative director, BBDO, New York, elected executive VP's. All are members of board and executive committee.

**Sal D'Onofrio** and **Susan Downs**, associate creative directors, Needham, Harper & Steers, Chicago, elected VP's.

**Kenneth E. Pfitznermayer**, VP-account supervisor, Creamer Lois/FSR, New York, promoted to senior VP-management supervisor.

**Rosmarie Fernandez-Guest**, associate director for planning and development, Inter-American Dialogue Center, New York, joins national sales department at SIN, U.S. Spanish Television Network.

**Jordan D. Rost**, manager, audience analysis, NBC Television Stations division, New York, appointed director of marketing, research, advertising and promotion for division.

**Richard E. Kennedy**, account supervisor, N.W. Ayer, New York, elected VP.

**Robert D. Storch**, with Norman, Craig & Kummel, New York, promoted to VP-associate media director.

**William V. Macaluso**, account supervisor; **Sam Cooperstein**, executive art director, and **Jon Fisher**, art director, Benton & Bowles, New York, elected VP's.

**JoAnne Adams**, Western regional manager and Los Angeles office manager, Katz Radio,



**Can't be dissuaded.** John P. Cowden, vice president and assistant to the president of CBS Entertainment is winding up some 40 years with CBS by taking early retirement, effective April 1.

Robert A. Daly, CBS Entertainment president, notified CBS officers and department heads of Mr. Cowden's decision last week and said it had been accepted "with the greatest reluctance and sense of loss, not only to me but my colleagues in the entire Broadcast Group as well."

Mr. Cowden, now 61, joined CBS in 1938 in the promotion department. During World War II he was feature editor of *Stars and Stripes* in the Pacific, then returned to CBS and held, over the years, a variety of posts. When radio and TV were separated in 1951 he became director of operations, advertising and sales promotion for the TV network. When the CBS Television Stations division was formed in 1958 he became its vice president in charge of advertising and sales promotion. In 1959 he was named vice president, information services, for the network and in 1972 his responsibilities were expanded under the new title of vice president and assistant to the president.

With Mr. Cowden's departure, Barrie Richardson, vice president, press information, will report directly to Mr. Daly.

appointed VP.

**Theresa Gaskin**, administrative assistant and operations manager, McGavren-Guild/BMS Radio network, New York, appointed operations VP.

Appointments to account management staff, Foote, Cone & Belding, New York: **Mitchell Levy**, from Waring & LaRosa; **Larry Everling**, account executive from N.W. Ayer; **Robert Speed**, account executive from Grey Advertising; **Dany Khosrovanian**, marketing manager from Wunder Co. in England (Ovaltine in U.S.), and **Barbara Hill**, account executive from Ted Bates.

**J. Robb McPherson**, VP-account supervisor, Lee King & Partners, Chicago, and **Alan J. Topin**, VP-marketing director, Helene Curtis Industries there, join Rogers Advertising Inc. there as principals and stockholders. Agency's name changes to Feldman McPherson Topin Inc. **Roger S. Feldman** remains president and creative director of agency, with Mr. McPherson becoming executive VP-director of client services and Mr. Topin executive VP-director of marketing services.

**Cap Hedges**, president of Cap Hedges Inc., and **Denton Holmes**, owner of The Sales Department, both advertising agencies in Portland, Ore., have formed Hedges & Holmes Inc. there. Mr. Hedges, president, will direct agency creative production and Mr. Holmes, VP, is in charge of sales, sales promotion and marketing.

**Marie Netolicky**, member of media department, Tatham-Laird & Kudner, Chicago, promoted to coordinator of network television.

**Ted Sanke**, account executive, Waring & LaRosa, New York, named account supervisor.

Changes at Foote, Cone & Belding/Honig, Los Angeles: **Pamela Lipschultz**, media supervisor, promoted to associate media director; **Hugh Zleske**, research director, appointed national director of research projects, and **JoAnne Francis**, media buyer, named spot broadcast supervisor.

**Bill Englebrecht**, **Bill Lynch** and **Bill Smith**, VP's-account supervisors, Leo Burnett, Chicago, promoted to management directors.

**Anthony P. Walsh**, VP, Stern Walters/Earle Ludgin Inc., Chicago, named VP-account supervisor, Fahlgren & Ferris advertising and public relations, Cincinnati.

**Dave Persons**, account executive, Blair Television New York, and **Jim Smith**, account executive, Standard Broadcasting, Toronto, join

Adam Young Inc., New York, in same capacities.

**Tom Pierce**, division manager of corporate marketing, La Salle Extension University, Chicago, named account executive. Stone & Adler, direct marketing advertising agency there.

**Harry Hamburg**, independent commercials director, Los Angeles, joins N. Lee Lacy, commercials producer, New York.

**Mike Block**, account executive, WJJD(AM) Chicago, named general sales manager, WBCS-AM-FM Milwaukee.

**Dick Williams**, salesman from Telerep, Chicago, joins KTIV-TV St. Louis as national sales manager.

**Mark Sayatovic**, general sales manager, KGBS-FM Los Angeles, named sales manager, KRLA(AM) Pasadena, Calif.

**Angie Gordon**, assistant director of public relations and development, The Children's Museum, Indianapolis, joins WISH-TV there as advertising and promotion manager.

**Cheryl Goepfert**, manager-business development, WMAQ(AM) Chicago, named retail sales manager.

**Timothy J. Scanlan**, account representative, KBHK-TV San Francisco, appointed local sales manager, KAKE-TV Wichita, Kan.

**Steve Barry**, regional sales manager, WDTN(TV) Dayton, Ohio, promoted to national sales manager, succeeded by **Joseph G. Everson**, manager of sales/traffic systems.

**Ronald Vickers**, director of agency development, Henry J. Kaufman & Associates, Washington, named account executive, WKYS(FM) there.

**Christopher J. Conway**, with WIL(AM) St. Louis, named local sales manager, co-owned WIL-FM there.

**Larry E. Floyd**, operations analyst, United Bank of Denver, joins KOA-TV there as national spot sales coordinator.

**Judy Unks**, account executive, KHON-TV Honolulu, promoted to local sales manager.

**Martha Pell Stanville**, assistant promotion and public relations director, WCC-TV Minneapolis-St. Paul, named director of advertising and promotion.

**Alan Frank**, salesman, WPTV(TV) West Palm

Beach, Fla., promoted to assistant local sales manager.

**April M. Hoag**, account executive, Carl Ames & Associates, Madison, Wis., named sales representative, WISC-TV there. **Gary Nelson**, sales assistant from John Blair & Co., Chicago, joins WISC-TV, replacing **Bob Kennedy**, sales representative who retires after 29 years with station.

**William R. Nash**, VP-general manager, WDOD-AM-FM Chattanooga, and **Gynn Longshore**, account executive, WDEV-TV Chattanooga join WRCB-TV there as account executives.

**Art Greenberg**, public relations director, Thistledown race track, Cleveland, and **Marty Perlman**, from Regional Reps there, join WHK(AM) there as account executives.

**Jerry Cave**, account executive, WFOD(AM)-WFRE(FM) Frederick, Md., joins WRCI(AM) Washington in same capacity.

**Vince Conroy**, from WDAI-FM Chicago, joins WJJD(AM)-WJZ(FM) there as account executive.

**Richard S. Porter**, from WLYK(FM) Milford, Ohio, appointed account executive, WSAI-FM Cincinnati.

**Todd Thayer**, operations manager, KMET(FM) Los Angeles, named account executive, co-owned KLAC(AM) there.

**James Rodgers**, salesman for *Somerset* (Pa.) *Daily American*, joins WKMC(AM) Roaring Spring, Pa., as account executive.

## Programming



**Bridget Potter**, director of prime time program development, East Coast, ABC-TV, elected WP-prime time program development, movies and novels for television (BROADCASTING, Feb. 6).

**Hal Ross**, partner in Hollywood talent agency of Ziegler & Ross for 20 years until he retired

four years ago, elected president of Filmways TV Productions there in company's expansion of its network television production and syndication division.

Changes in promotion staff, Donahue Productions, Chicago: **J. Albert Callahan**, manager of information and community affairs, WPC-TV Cincinnati, joins as creative marketing director; **Dorothy Ghallab**, executive editor-staff coordinator, *Bilalian News*, Chicago, joins as station relations manager, and **Penny Rotheiser**, promotion manager, appointed press relations manager.

**Dave Sholin**, music director, RKO Radio's KFRC(AM) Los Angeles, promoted to national music coordinator for all RKO Radio stations.

**Susan Mercandetti**, editor of White House's presidential news summary in Ford administration and later press aide to Senator Edward Brooke (D-Mass.), named to staff of ABC-TV's *Good Morning America* as talent coordinator, based in Washington.

**Bob Harlow**, music director, KAFY(AM) Bakersfield, Calif., appointed music director of Filmways Radio's 20/40 (adult contemporary) voice-tracked radio format, Hollywood.



**Hooks honored.** Benjamin Hooks (second from right), executive director of the National Association for the Advancement of Colored People, was honored by the National Cable Television Association for "distinction, dedication and commitment to the public interest" in five years as an FCC commissioner. With him at NCTA headquarters in Washington (l to r): Bob Johnson, NCTA vice president for pay cable; Bob Schmidt, NCTA president, and FCC Commissioner Tyrone Brown.

**Ben Okulski**, general sales manager, KBHK-TV San Francisco, has resigned to reactivate his Telefilm Sales, independent television program syndication firm there.

**Mary Anne Harrison-Thorpe**, general counsel, Buena Vista Distribution Co., Burbank, Calif., domestic distributor for Walt Disney Productions, appointed VP.

Production department promotions, WTHR-TV Indianapolis: **Willard Ogan** to senior director of news projects, **Steve Woodard** to senior director of programming projects and **Dave DeMunbrun** to staff director.

**Donald L. Edwards**, with WSYR-AM-FM-TV Syracuse, N.Y., appointed television program director, succeeding **E. James McDonald**, who died Jan. 21 (BROADCASTING, Jan. 30).

**Richard O'Dell**, executive producer, WCMH-TV Columbus, Ohio, named producer-director, WKYC-TV Cleveland.

**Pete Silverman**, sports anchor, WCAU(AM) Philadelphia, promoted to sports director. **Bob Buck**, sports anchor, WWJ-AM-FM Detroit, joins WCAU in same post.

**Ron Seher**, production manager, noncommercial KCFPTV Kansas City, Mo., joins Mississippi Authority for Educational Television as executive producer for public affairs.

## Broadcast Journalism

**David Nuell**, executive news producer, WRC-TV Washington, named news director.

**Robert G. Allen**, assignment editor, WLS-TV Chicago, joins WESH-TV Daytona Beach, Fla., as news director.

**Steve Cohen**, executive news producer, WXYZ-TV Detroit, named news director, WNAC-TV Boston. This corrects item in Feb. 13 "Fates & Fortunes."

**John Bry**, news director, WTOC-AM-FM Savannah, Ga., named to same post, WCUZ(AM).

WMLW(FM) Grand Rapids, Mich.

**Tom Hannon**, assignment editor, WJLA-TV Washington, appointed weekend news producer.

**Mary Tordoff**, reporter, WCLO(AM)-WJFL(VFM) Janesville, Wis., joins WAYY(AM)-WAXX(FM) Chippewa Falls-Eau Claire, Wis., in same post. News department additions and promotions.

KTVH-TV Hutchinson, Kan.: **Kayla Burton-Weaver**, assignment editor, KFH(AM) Wichita, Kan., joins in same capacity; news intern **John Funchess** takes permanent position as reporter-photographer. **Debbie Hacker**, news anchor, WTVW-TV Tupelo, Miss., joins as news producer; **Andi Joyce**, weathercaster, KKTW-TV Colorado Springs, joins as reporter, and KTVH reporter-photographer **George Jensen**, promoted to chief photographer.

## Equipment & Engineering

**Bissell J. Smith**, group VP-components, Oak Industries, Crystal Lake, Ill., named group VP-components and controls. **Robert T. McTigue**, group VP-controls, retires from full-time management duties but continues as director and chairman of executive committee.

**Richard Sirinsky**, marketing manager, Ampex Corp.'s audio-video systems division, Redwood City, Calif., named area manager for Europe, Africa and Middle East, Ampex International, based in Reading, Berkshire, England. He replaces **Ronald Ballantine**, Ampex International general manager, who will be based in Redwood City.

**Frank Boyd Logan**, sales representative and video specialist, Ceavco Audio Visual, Denver, joins Convergence Corp., Irvine, Calif., as Southeast regional sales manager.

**Thomas N. Spaight**, chief engineer, KRNA(AM) Iowa City, Iowa, elected VP of licensee, Communications Inc.

**John Koch**, manager of technical operations, noncommercial WETA-TV Washington, joins

KTVI-TV St. Louis as director of engineering.

New officers, Electronic Industries Association's 1978 board of governors: **William J. Weisz**, Motorola, chairman; **Roland M. Blitzer**, JBT Instruments, vice chairman, and **William F. Tait**, RCA Government Systems Division, treasurer.

## Cable

**L. Allen Williams**, VP-Southern regional manager, Warner Cable, New York, named to newly created post of VP of municipal relations.

**Ray Daly**, senior engineer, FCC's microwave branch of Cable Television Bureau, Washington, named president, Computer Cablevision Inc., microcomputer and consulting firm there.

**J. Robert Bedell**, director of marketing, Canada Dry Corp., New York, joins Home Box Office there as manager of national sales planning.

**David Large**, designer of CATV test equipment for Avantek, Santa Clara, Calif., joins Gill Cable TV, San Jose, Calif., as manager of engineering.

**Donald A. Smith**, electronics technology instructor, Montgomery county, Md., named general manager, Antietam Cable Television, Hagerstown, Md.

## Allied Fields

**James Klimaszewski**, district manager, American Society of Composers, Authors and Publishers Hollywood district office, named station relations representative for Pacific Coast.

**Robert I. Freedman**, general counsel, non-commercial WNET-TV New York, resigns to enter private practice, where he will specialize in communications and entertainment matters. He will continue as WNET legal consultant.

## Deaths

**James K. Stock**, 52, general manager, WTG(AM) Lewisburg, Pa., died at Evangelical Community hospital there Feb. 4 after heart attack suffered while he was broadcasting play-by-play of Bucknell University basketball game. He joined WTG two months ago after five years as general manager of WKOK(AM) Sunbury, Pa. Survivors include his wife, Laura, two sons and two daughters.

**Max F. Staley**, 68, founder of James Valley Broadcasting, licensee of KUV(AM) Huron, S.D., died in Sioux Falls, S.D., Feb. 2. He had been engineer with both KELO(AM) and KSOO(AM), Sioux Falls, before incorporating James Valley Broadcasting in 1947. He retired in 1974. Survivors include his wife, Zelma, and son, Richard.

**Oten (O.C.) Covington**, 63, former chief engineer, WFLO(AM) Farmville, Va., died Feb. 7 in eastern Virginia after series of strokes that began last July. He was member of station's original staff in 1947 and worked there 30 years before retiring last year. He is survived by one daughter.

**Robert E. Omand**, 35, broadcast engineer, WMAL-AM-FM Washington, died Feb. 3 after heart surgery at Johns Hopkins hospital in Baltimore. He is survived by his wife, Joan, and two sons.

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# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Feb. 3 through Feb. 9.

Abbreviations: ALJ—Administrative Law Judge, alt.—alternate, ann.—announced, ant.—antenna, aux.—auxiliary, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, Doc.—Docket, ERP—effective radiated power, freq.—frequency, HAAT—height of antenna above average terrain, khz—kilohertz, kw—kilowatts, MEOW—maximum expected operation value, mhz—megahertz, mod.—modification, N—night, PSA—presunservice service authority, SL—studio location, SH—specified hours, TL—transmitter location, trans.—transmitter, TPO—transmitter power output, U—unlimited hours, vis.—visual, w—watts, \*—non-commercial.

## Ownership changes

### Applications

■ WMGP(FM) Fairhope, Ala. (92.1 mhz, 3 kw)—Seeks assignment of license from WG.O.K. Inc. to Christ for the World Foundation for \$175,000. Seller: Jules T. Paglin, president and principal owner is 80 years old and retiring from broadcasting. Buyer is run by John B. Vaurin, co-founder and director of foundation and Methodist pastor; and Crockett S. and Elbert White, Daphne, Ala., businessmen. None of parties involved has other broadcast interests. Ann. Feb. 2.

■ KPLM-TV Palm Springs, Calif. (ch. 42)—Seeks transfer of control of Pacific Media Corp. from co-receivers (100% before; none after) to Esquire Inc. (none before; 100% after). Consideration: \$710,000 to creditors plus maximum of \$240,000 for purchase of stock given to class 3 creditors. PMC is bankrupt corporation being sold by two co-receivers—Irving Sulmeyer and Arnold L. Kupetz. Buyer is publicly traded on New York exchange. Current principal owner is Gulf and Western Industries (25.5%) Ann. Feb. 9.

■ WEZN(FM) Bridgeport, Conn., and WFTQ(AM)-WAFF(FM) Worcester, Mass. (99.9 mhz, 25 kw, 1440 khz, 5 kw, 107.3 mhz, 16.5 kw, respectively)—Seeks transfer of control of Robert L. Williams Broadcasting Co. from Robert L. Williams and others to group of employees and others. Consideration: \$3.2 million. Principals: Mr. Williams (72%) is marketing director of McGovern-Guild Inc. station rep. and is retaining 14% of company. Two other sellers have no other broadcast interests. Richard A. Ferguson, VP and general manager of company, was 10% owner before transfer increasing to 25%. Steven Marx, general manager of WFTQ-WAAF and Mario Scalliet, account executive with WEZN will hold 10% and 3.5% after transfer. Remaining shares will be held by institutional investors. Ann. Feb. 2.

■ WNON(AM) Naugatuck, Conn. (1380 khz, 5 kw, D, 200W-N)—Seeks assignment of license from Sound Communications Corp. to Naugatuck Valley Radio for \$23,000. Seller is principally owned by Frank G. Sisner who also owns WEST(AM)-WLEV(FM) Easton, Pa. Buyer is owned by Albert T. Primo, owner of Greenwich, Conn., news service. He has no other broadcast interests.

■ WLYF(FM) Miami (101.5 mhz, 100kw)—Seeks assignment of license from Sonomag Broadcasting Inc. to Sonomag Broadcasting for \$5,560,000. Seller, principally owned by Robert W. and Margaret S. Sudbrink and family. Sudbrink also owns AM's and five other FM's. Buyer is publicly-traded group owner of five AM's, one FM and seven TV's. Ann. Feb. 2.

■ WTCW(FM) Urbana, Ill. (103.9 mhz, 3 kw)—Seeks assignment of license from Robert Durst to WTCW for \$20,000. Seller is from broadcasting. Buyer is 51% owned by Ernest Harm Huls, Gifford, Ill., insurance broker; 29% by Harold R. Hopkins, Rantoul, Ill., car dealer, and 20% by William Albers Earman, VP sales of Sono-Mag Corp., Bloomington Ill., broadcast equipment manufacturer.

None of parties has other broadcast interests. Ann. Feb. 6.

■ KHAP(AM) Artesia, N.M. (1340 khz, 1kw-D, 250w-N)—Seeks transfer of control of San Juan Broadcasting from Louis C. Erck (50% before; none after) to David J. Watt (10% before; 100% after). Consideration: \$102,500. Principals: Mr. Watt is vice president and general manager of KHAP. Neither party has other broadcast interests.

■ KBIC(FM) Alice, Tex. (102.3 mhz, 3 kw)—Seeks transfer of license from Bethesda Investment Company to Comal Broadcasting Co. for \$140,000. Seller desires to remove itself from broadcast industry. It has no other broadcast interests. Buyer principally owned by Carl H. Skoog Jr. (40%), is licensee of KGKN(AM)-KNBT(FM) New Braunfels, Tex. Ann. Feb. 6.

■ KURA(AM) Moab, Utah (1450 khz, 1 kw-D, 250w-N)—Seeks transfer of control of Moab Broadcasting and Television Corp. from Dwayne C. and Dixie L. Barker (100% before; none after) to Randal J. Taylor (none before; 100% after). Consideration: \$50,000. Principals for reasons of health no longer want to run or own station. Mr. Taylor is VP in charge of station operations for Moab Broadcasting. None of parties has other broadcast interests. Ann. Feb. 2.

■ WFM(FM) Milwaukee, (96.5 mhz, 50 kw)—Seeks transfer of control of Koss Broadcasting Corp. from John C. Koss (66 2/3% before; none after) to Douglas Corbin (33 1/3% before; 100% after). Consideration: \$99,600. Mr. Koss wants to pursue other business interests. Mr. Corbin presently owns one third of station and is employed there as announcer and newscaster. Neither party has other broadcast interests. Ann. Feb. 2.

### Actions

■ KDMS(AM)-KRIL(FM) El Dorado, Ark. (AM: 1290 khz, 5 kw-D; FM: 99.3 mhz, 2.95 kw)—Broadcast Bureau granted assignment of license from El Dorado Broadcasting Co. to Lowery Broadcasting Co. for \$750,000. Seller is 100% owned by J. A. West Jr. who is also 50% owner Vicksburg Radio Co., partnership operating WJFL(AM) Vicksburg, Miss. Buyer is 100% owned by John T. Lowery, El Dorado, Strong and Little Rock, all Arkansans, businessman. He has no other broadcast interest. Action Jan. 31.

■ KACH(AM) Preston, Idaho (1340 khz, 1 kw-D, 250w-N) Broadcast Bureau granted assignment of license of Cache County Inc. from G. Michael and Ina P. Adams, Douglas A. Mithell and Merlin V. Fish (100% before; none after) to Michael B. Lish (none before; 100% after). Consideration: \$550,000 plus \$125,000 in liabilities. Mr. Lish is general manager of KEVA(AM) Evanston, Wyo. Buyers have no other broadcast interests. Action Jan. 31.

■ KFBDF-AM-FM Waynesville, Mo. (AM: 1270 khz, 500 w-N; FM: 97.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from James P. DeAngio to Pulasko Media for \$10,000. Seller, James P. DeAngio (100% before, 25% after), will remain general manager of KFBDF-AM-FM, which has been silent since August 1974. Donald R. Triten, Ralph O. DeWitt and Floyd M. Mooney (none before, each 25% after) are Waynesville banker, doctor and auto dealer, respectively. Action Jan. 31.

■ WAGY(AM) Forest City, N.C. (1320 khz, 1kw-D)—Broadcast Bureau granted transfer of control of Tri-City Broadcasting from Gerard T. Beckwell (100% before; none after) to Dom H. Lovelace (none before; 100% after). Consideration: \$250,000. Mr. Beckwell has retired and is selling his stock to Mr. Lovelace who is presently vice president of corporation and general manager of WAGY. Mr. Lovelace also owns 40% of This Week, Forest City newspaper. Action Jan. 31.

## Facilities changes

### FM applications

■ KFAM Orem, Calif.—Seeks mod. of CP to change TL, change type trans., type ant., make changes in ant. system, ERP: 3.0 kw (h&v) and

HAAT: 169 ft. (h&v). Ann. Feb. 8.

■ WHOO-FM Orlando, Fla.—Seeks CP to make changes in transmission line and change TPO. Ann. Feb. 1.

■ WQON Grayling, Mich.—Seeks mod. of CP to change TL, type trans., ant., make changes in ant. system, ERP: 1.7 kw (h&v) and HAAT: 389 ft. (h&v). Ann. Feb. 8.

■ WELA East Liverpool, Ohio—Seeks CP to change type trans., ant., ERP: 50 kw (h&v) and HAAT: 335 ft. (h&v). Ann. Feb. 8.

■ WSIM Red Bank, Tenn.—Seeks CP to replace expired permit. Ann. Feb. 1.

■ KYYZ Seattle—Seeks CP to change TPO and ERP: 81.4 kw (h&v). Ann. Feb. 1.

## In contest

### Designated for hearing.

Bozeman, Mont., Burh L. Oliphant, et al., **FM proceeding:** (Docs. 78-15-17) Acting chief ALJ David L. Kraushaar designated ALJ Reuben Lozen to serve as presiding judge, set prehearing conference for March 20 and hearing for May 1. Action Feb. 3.

■ Dallas, Research Educational Foundation, **renewal proceeding:** (Doc. 78-48)—Commission designated for hearing application for renewal of \*KVTF(FM) Dallas. Action Feb. 6.

### Procedural rulings

■ Tupelo, Miss., Lee Broadcasting Corp., **renewal proceeding:** (Doc. 21430)—ALJ John H. Conlin rescheduled hearing in Tupelo from May 8 to May 9.

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## Summary of broadcasting

### FCC tabulations as of Dec. 31, 1977

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,487	6	20	4,513	48	4,569
Commercial FM	2,927	1	73	3,001	123	3,124
Educational FM	895	0	31	926	80	1,006
Total Radio	8,309	7	124	8,441	251	8,699
Commercial TV	723	1	3	727	53	780
VHF	513	1	2	516	6	522
UHF	210	0	1	211	47	258
Educational TV	242	3	14	259	6	265
VHF	93	1	7	101	3	104
UHF	149	2	7	156	3	161
Total TV	965	0	0	966	59	884
FM Translators	199	0	0	199	85	284
TV Translators	3,452	0	0	3,452	454	3,918
UHF	1,082	0	0	1,082	249	1,331
VHF	2,380	0	0	2,380	205	2,585

\*Special temporary authorization

\*\*Includes off-air licenses

Action Feb. 1.

- Farmington, N.M., E. Boyd Whitney (KRZE[AM]-KRAZ-FM), **renewal proceeding**: (Docs. 21519-20)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Daniel M. Head to serve as presiding judge, scheduled prehearing conference for March 16 and hearing for April 27 in Farmington. Action Feb. 1.

#### Review board decision

- Lakewood, Wash.—Review board upheld ALJ's approval of reimbursement to Dale A. Owens of expenses in unsuccessful prosecution of his application for new AM. Payment not to exceed \$7,500 will be made by successful applicant, Clay Frank Huntington. Action Jan. 30.

#### FCC decisions

- Commission ordered \*WNET(IV) Newark, N.J. (New York) to provide reasonable access to Labor Party candidate, Paul Gallagher, in Feb. 14 congressional election. Action Feb. 2.
- KDAF(FM) Ogden, Utah—Commission authorized D&B Broadcasting Co. to relocate trans. and ant. to site 41 miles south-southwest of Ogden. Action Feb. 8.
- Commission revised method by which top-50 TV markets are determined each year for applying prime-time access rule. Effective in 1980, one-year period rather than one-year period will be specified; list will be issued in spring instead of autumn. Arbitron audience ratings as of that date, February 1, and the previous February of top-50 markets to which rule will apply starting Sept. 1980 to Sept. 1983, as interim measure, current rule will continue with the following exception: Syracuse-Elmira, N.Y., will not be included because it is no longer regarded as a single market, instead, Salt Lake City will continue in 1978-79, Toledo, Ohio, will drop out and Norfolk, Va., and Greensboro, N.C., markets will enter the top 50. Action Feb. 8.

#### Other action

- Commission opened inquiry into telecommunications needs of deaf and hearing impaired. Action Feb. 8.

#### Allocations

#### Petitions

- San Diego—Center City Complex Inc. requests amendment to TV table of assignments to assign ch. 27 to San Diego. Ann. Feb. 7.
- DeKalb, Ill.—Northern Illinois Public Telecommunications Corp. requests amendment to TV table of

assignments to substitute ch. \*33 for ch. \*48 at De Kalb. Ann. Feb. 2.

■ Montclair, N.J.—New Jersey Public Broadcasting Authority requests amendment to TV table of assignments to reassign ch. 50 from Little Falls to Woodport, both New Jersey. Ann. Feb. 2.

■ Dysart, Pa.—John R. Powley requests amendment to TV table of assignments to delete noncommercial reservation from ch. 38 at Seaford. Del. Ann. Feb. 2.

■ Chattanooga, Tenn.—Raymond McCullough requests amendment to FM table of assignments to assign ch. 244A to Poplar Bluff, Mo., and substitute ch. 285A or ch. 296A for ch. 244A at Thayer, Mo. Ann. Feb. 7.

#### Actions

■ Haines, Alaska—Broadcast Bureau proposed assigning ch. 272A as community's first FM in response to petition by Alaska Public Broadcasting Commission. Comments due April 4, replies April 25. Action Feb. 1.

■ Augusta, Ark.—Broadcast Bureau assigned ch. 249A as community's first FM in response to proposal by Service Communications, licensee of KMCW(AM) there. Action Feb. 1, effective March 20.

■ Yucca Valley, Calif.—Broadcast Bureau proposed assigning ch. 296A as community's first FM in response to petition by Israel Sinosky. Comments due April 3, replies April 24. Action Jan. 30.

■ Bartow, Ga.—Broadcast Bureau assigned ch. 233 as community's first FM, substituted ch. 228A for ch. 232A at Sandelwood and ch. 244A for ch. 228A at Sparta, Ga. Georgia. Action resulted from proposal by WHAB Radio, licensee of WUFE(AM) Bartow. Action Jan. 30, effective March 17.

■ Marion, Ill.—Broadcast Bureau proposed assigning ch. 27 as community's first TV in response to proposal by Dennis F. Doelitzsch, licensee of WDDD(FM) there. Comments due March 19, replies April 19. Action Jan. 25.

■ Hatch and Silver City, both New Mexico—Broadcast Bureau proposed removing noncommercial reservation from TV ch. 10 in Silver City and reassigning noncommercial TV ch. 12 from Hatch where it is unoccupied in response to petition by Hubbard Broadcasting, operator of TV translator K108A Silver City. Comments due March 31, replies April 20. Action Feb. 3.

■ Cape Charles, Va.—Broadcast Bureau assigned ch. 241 as community's first FM in response to proposal by J. Grayson Duer. Action Feb. 3, effective March 22.

■ Goldvein, Va.—Commission has proposed three alternative channel assignment plans to improve coverage of noncommercial WNYT(IV) Goldvein, ch. 53: 1. "ch. 56 would be reassigned from Waldorf, Md., to Fairfax, Va., and "ch. 58, to avoid difficulties in transmission, "61 would be substituted for "ch. 42 at Front Royal, Va.; ch. 14 would be reassigned from Washington to Fairfax and reserved for noncommercial use; 3. "ch. 53 would be modified to "56 (reassigned from Waldorf) at Goldvein, substituting

\*ch. 58 at Waldorf and \*ch. 61 for "ch. 42 at Front Royal. Comments due March 24, replies April 17. Action Feb. 8.

## Rulemaking

#### Petitions

■ Muncie, Ind.—George E. Molnar Jr. requests amendment of Part 73 regarding remote control operation of AM, FM and TV stations to allow time limit before cessation of operation upon loss of positive remote control, recognize and provide for nonwire circuits and for remote control of AM-FM stations and delete requirement for automatic circuitry to terminate operation of remotely controlled TV trans. due to loss of telemetry information. Ann. Feb. 7.

■ Ad Hoc Private Paging Committee requests amendment of Parts 2, 89, 91 and 93 that 7 mhz of spectrum in 928-941 mhz band be allocated for paging services. Ann. Feb. 7.

## Cable

#### Applications

■ Following operators of cable TV systems requested certificates of compliance, FCC announced Feb. 1 (stations listed are TV signals proposed for carriage):

■ New Milford Cablevision, for New Milford, Conn. (CAC-12165); WYAH-TV Portsmouth, Va., to delete WSBK-TV Boston.

■ Lower River Cable TV, for Porter, N.Y. (CAC-12388); certificate of compliance.

■ Williamson County Cablevision, for Georgetown, Tex. (CAC-12393); WTCG Atlanta, to delete WTVF Fort Worth, KWEX-TV San Antonio, both Texas.

■ Huntingdon TV Cable, for Marlboro, Pa. (PAC-12394); certificate of compliance.

■ Video Cable Co., for Princeton, Mercer, both West Virginia (CAC-12395-6); WTCG Atlanta.

■ Midwest Diversified Communications, for Camdenton, Mo. (CAC-12397); certificate of compliance.

■ Cape County Cable TV, for Cape Girardeau, Mo. (CAC-12400); certificate of compliance.

■ Cable Systems Inc., for Woodlynne, Magnolia, both New Jersey (CAC-12402-3); certificate of compliance.

■ MBS Cable TV, for Wintersville, Cross Creek, Richmondyne, Wayne, all Ohio (CAC-12404-7); WYTV Youngstown, Ohio.

■ Warner Cablevision, for Greene, Guilford, Hamilton, Altoona, all Pennsylvania (CAC-12408-11); certificate of compliance.

■ Redwood Empire Cablevision, for Sea Ranch, Calif. (CAC-12412); interim authorization.

■ Central Plains Cable TV, for Mitchell, S.D. (CAC-12413); WTCG Atlanta, to delete KWGN-TV Denver.

■ Multi-channel Cablevision, for Brookville, Corsica, both Pennsylvania (CAC-12414-5); WOR-TV New York, to delete WJNL-TV Johnstown, Pa.

■ International Cable, for Depew, N.Y. (CAC-12417); certificate of compliance.

#### Classification actions

■ CATV Bureau granted following operators of cable TV system certificates of compliance:

■ TV Pix Inc., for State Line, Nev. (CAC-08881-10279); Telecab of Spartanburg, for Spartanburg, S.C. (CAC-09342); Cerache TV Corp., for Candor, Newark Valley, Caroline, Dryden, Ithaca, Lansing, Newfield, Ulysses, Danby, Enfield, all New York (CAC-09719-32); American Cablevision, for Clarkston, Wash. (CAC-10493); Gateway Cablevision, for Fultonville, Fonda, both New York (CAC-10562-3); Gulf Coast Telecation, for Arcadia, North Port Charlotte, North Port, Port Charlotte, Punta Gorda, all Florida (CAC-10883-8); Liberty TV Cable, for Junction City, Ore. (CAC-10993); Community Telecommunications, for Laramie, Wyo. (CAC-12081); Dickinson Communications, for Huntington Beach, Westminster, Fountain Valley, all California (CAC-12195-7); Telecab of Spartanburg, for Spartanburg, S.C. (CAC-12209).

# Classified Advertising

## RADIO

### HELP WANTED MANAGEMENT

**Profitable, Healthy FM station** in Northern Michigan desires General Manager. Send resume to Box B-191.

**General Manager Far West:** See Our Classified display ad for your great opportunity to grow in new company William A. Exline, Inc.

**Sales Manager** who can and will sell, train and motivate a sales staff of four. One who's been there, and can do it again; one who can create packages and long term sales plans. Your base compensation includes an outstanding history of success with proven arsenals of promotional and merchandising programs. Salary: incentives, benefits. E.O.E. M/F Box B-200.

**Need Experienced General Manager** for oldest station in Parkersburg, WV. Send resume and salary requirements to: Bud Burk, 2801 Hart St., S.E. Charleston, WV 25304.

**General Manager FM**—Class A in Midwest small market. Should know all phases of radio except engineering. Must be willing to do some board work and sales. Salary plus commission. Send resume to Box C-12.

**General Manager** strongly sales oriented. Pennyvania. University and light manufacturing community. Salary, override, fringes. All replies confidential. Write Box C-14.

**Want Something More???** We can offer you position of Manager of fine station plus ownership in N.E. station providing you're a "street fighter" on local sales. Box C-16.

**Station Manager** wanted for 50 KW FM, noncommercial-educational-religious station. Experience in religious radio necessary. Send resume to Larry Miller, WBCL Radio, 1025 W. Rudisill Blvd., Fort Wayne, IN 46867.

**Aggressive, sales oriented manager** for AM-FM station. Chance to buy in to small to medium resort area market in Mid-Michigan. Call evenings 517-321-1763.

**If you are a salesmanager with strong interest in programming or a PD who can really sell, you should be managing the FM of a successful combination in Southern California. 5 years experience required; resume will be verified. Begin over 20 thousand, pension plan. Great small city living. Equal Opportunity Employer. Our people know of this new position, 2588 Newport Corp., 2222 Ave. of the Stars (No. 2102), Los Angeles 90067.**

**Wanted Management Assistant**—All around responsible person will find good opportunity for Management. 314-586-8577.

### HELP WANTED SALES

**Wanted: Beginner or experienced sales person.** Continuous sales training provided. Resume to Dale Low, KLSS and KSMN, Mason City, IA.

**Sales Manager Far West:** Great opportunity for advancement in new young company. See our classified display ad: William A. Exline, Inc.

**Sales Manager WNNO**—Wisconsin Dells, Wisconsin—Excellent opportunity for experienced individual. Manage sales staff and sales related promotions for AM/FM in leading Midwest recreation spot. Good salary, benefits. Resume to John Taylor, WNNO, PO Box 990, Wisconsin Dells, WI 53965. Equal Opportunity Employer.

**Wanted: Aggressive** salesperson who is ready to move up to a group-owned major facility in a major New England market. Send resume ASAR. E.O.E. Box C-2.

**Now accepting applications** for sales manager Fulltime AM in Western Piedmont North Carolina. Announcing helpful. Good living conditions. Box C-24.

**Bi-lingual English/Spanish General Manager/Salesperson:** Your opportunity to settle for life in a pleasant California town. Earn salary plus hefty share of profit. Highly successful Spanish station. Box C-11.

**Monterey, California MOR** station sees aggressive, experienced salesperson who loves making money contributing to the growth of the company, and raising a family in the country's most desired climate. Minimum three years full-time radio sales experience. Call Jim Christoferson, KIDD, 408-649-6622 A John Walton Station. EOE.

**Nine year old, youth-oriented music newspaper** seeks (2) aggressive retail salespeople. Our fast radio "convert" makes \$25K. High potential Florida interview necessary. \$200 draw vs. 20% Resale. Good Times, 1619 E. Sunrise Blvd., Ft Lauderdale, FL 33304.

**50KW Contemporary** Powerhouse in warm and wonderful Jacksonville, Florida. Expanding sales staff. Looking for person experienced in the consultant service. Resume with track record to Jeff Poll, PO. Box 486, Orange Park, FL 32073. An Equal opportunity Employer.

**Sales opening** in one of the Rockies fastest growing markets, Wyoming's leading contemporary station, KRKK Rock Springs, is looking for someone who can realize the potential that exists for being one of the top money making salespersons in the region. Opportunity is incredible. Contact Hal Hardy, PO. Box 2128, Rock Springs, WY 82901. 307-362-3793.

**Attention Michigan Radio Account Executives.** If you present yourself as a sales professional, we afford you the kind of professional and economic growth you need—consider a change. Radio Ann Arbor, Inc. (WNRS/WIOB) is seeking a fourth sales pro with a track record who can work with experienced program and sales professionals. The right person will earn the kind of money found only in major markets as well as advancement in a dynamic growth oriented broadcast company. This is a career position. EOE. Send a resume to Mark Sciumeca, Radio Ann Arbor, Inc., PO Box 8605, Ann Arbor, MI 48107.

**Immediate Opening** for stable, experienced Salesperson/Announcer. Nice area; small friendly town. Big earnings for right person. Modern facility with talented staff. WODI, Box 140, Brookneal, VA Phone 804-376-2288.

### HELP WANTED ANNOUNCERS

**PRO-FM 92**, Capital Cities Communications in Providence has a choice opening for an afternoon drive personality. If you have experience in Top 40, do knock out production, hold a Third Class License, and carry impeccable references, send a tape and resume to: Gary Kowitow, Program Manager, WPRO-FM, Wampanoag Trail, East Providence, RI 02915. WPRO-FM is an Equal Opportunity Employer.

**Promotion from within** creating vacancy soon. Need Announcer for midnight shift & early morning news. Beautiful Music format. Experienced or better than average beginner. E.O.E. Tape and resume to WSRW, West Side Station, Worcester, MA 01602.

**Seek experienced country music jock** for exceptional small station near beaches. Production ability required. Call DPO 302-422-7575. WAFL, Milford, DE EOE.

**Number 1 station** in 49th A.D. needs nite air personality. Tapes, resumes, and references: WLQ Box 1176, Williamsport PA 17701. M/F EOE.

**WSVA/WQPO Harrisonburg**, Virginia is looking for an experienced professional radio person. Good background in air work required. Music, News, Talk, Sports or any combination of these very helpful. Salary commensurate with ability. Send resume and tape to: R. A. Mac Neil, Box 752 Harrisonburg, VA 22801. EEO & A/E Employer.

**Morning Talent** ... Pop/Adult. Excellent salary Tape and resume to Peter McLane, KFJZ, 4801 West Freeway, Fort Worth, TX 76107. EOE.

See last page of Classified Section for rates, closing dates, box numbers and other details.

**Top Rated/Sunbelt** East Coast Country station is looking for a Modern Country Personality. Mature voice, and delivery, tight board and some production. EOE. Send resume to Box B-173.

**Immediate Opening** for Afternoon Drive Personality with strong voice and solid on-air and production experience. Mid-West AM-FM. Good pay and working conditions. Send resume to Box B-192.

**WFY-FM a 50,000 watt** station in Albany N.Y., is looking for air talent for openings in the near future. Good communicators only, no screamers. Tapes and resumes to Mario Mazza, P.O. #2423 Albany St., Albany NY 12205.

**Immediate openings** for programmer and two announcers in Mid-West Family stations. If you are looking for an opportunity to advance, lets see if we can get together. We are also looking for tapes and resumes for future openings in seven Mid-Western cities. Jim Wallon, WITL 3200 Pine Tree Rd, Lansing, MI 48910.

**In Wonderful Wisconsin,** there's a good PD/MD job in a small, progressive market near metro area for someone who thoroughly enjoys good broadcasting. Join our family. Box C-3.

**Carolina small market AM/FM** seeks experienced morning person with potential for future PD position. Contemporary format with young, progressive, program oriented management. EOE Box C-4.

**Funny morning person** who can work phones and wants to live in Deep South. Good area near New Orleans. Willing to top bucks. Do not apply unless you are good. Box C-15.

**Future opening**, Southeastern AM contemporary on top 150 Metros. All night show. Resume. E.O.E. Box C-29.

**Wanted outstanding** morning person with minimum 3rd class ticket for leading contemporary radio station in Sunny South. If you are good and can produce audience, you may be the one. Good salary, fringe benefits, and solid community acceptance assured. An equal opportunity employer. For details, address applications to: Box C-33.

**Opening soon** for creative, community minded announcer heavy on commercial production for contemporary AM. Must send tape and resume to John Mack, WMNS, Olean, New York.

**Growing Kentucky Group** seeks applicants for three positions: 1) Air Personality/Production Person for Modern Pop station; 2) Versatile individual for board shift & production with PBP capabilities for Modern Country station; 3) Sales/Jock combo for Modern Country station, excellent growth potential within organization of five stations. Send tape/resume to Jim Castro, WDHR, Pikeville, KY 41501. Person calls accepted 10-2 daily.

**Mature morning person** for top-rated contemporary station in a six-station market. Must be an entertainer. Enthusiasm and strong production a must. Full information including tape and current salary with first letter. R. G. Elliott, KEXO, Box 1448, Grand Junction, CO 81501. EOE/MF.

**1st Phone Announcer:** Send tape and resume to Michael Bennett, KTHQ AM/FM, Box AM, South Lake Tahoe, CA 95705. E.O.E.

**Central Ohio MOR** station needs experienced staff announcer for midnight shift. Send tape and resume to Roger Fischer, WMRX, Box 518, Marion, OH 43302. An equal opportunity employer.

**WSTU, Stuart, Florida**, is seeking an experienced experienced male news anchor for news and production. We are a successful Adult Contemporary operation located North of West Palm Beach on the Gold Coast. Send air check and resume to Ron Becker, General Manager, WSTU, Stuart, FL 33494. Equal Opportunity Employer.

## HELP WANTED ANNOUNCERS CONTINUED

**100KW Automated FM** – 24 hr Contemporary expanding staff. Must be aggressive, enthusiastic. Send tape, resume to Larry Schaffer, KGRC, Box 1017, Hanibal, MO 63401. Equal Opportunity Employer.

**WGST Newsradio** is seeking a host. The applicant must be a personality able to talk to an audience, think and react quickly, ad-lib, do live interviews on a moment's notice. Must know what pace means, be able to run a tight board and have a Third Class Broadcasting Endorse FCC license. Three years experience required. Voice and delivery must be suitable to WGST Standards. Applications through mail-type, information-oriented personality lined of playin music. Equal Opportunity Employer. No phone calls accepted. Send tape and resume to Mike Wheeler, WGST Newsradio, 550 Pharr Road, N.E., Atlanta, GA 30305.

**WCCK AM-FM Hartford**, Connecticut. Top rated AOR format, growing fast. Opening for experienced Announcer. Contact immediately. Bill Nasal, Program Director. E.O.E.

**Beautiful Music Announcer** with production skills. Top rated FM station in Major Northeast Market. Send tape, resume and financial requirements to: Announcer, PO Box 206, Astor Station, Boston, MA 02123. Minorsities encouraged to apply.

**50 kW FM Modern C&W** in metro Washington DC market needs two personality DJ's now! These are nitetime positions, 7-12 & 12-6 AM. Not formatted jukebox station... personality a must! Must be able to read news. Salary negotiable. EOE. Send resume, we will contact you for tape. Box A-95.

## HELP WANTED TECHNICAL

**Chief Engineer** needed for Ohio medium market. Must have studio equipment and transmitter maintenance experience. Start: \$15,000. EOE Box B-166.

**Great Opportunity** for experienced engineer who knows Audio Processing, Maintenance, and FCC R/Rs Best equipment and sound in a seven state Rocky Mtn. Metro Mkt. Nice area, great company, good people, great benefits. Send complete resume to Brad Baker, KEIN, Box 1239, Great Falls, MT. 59403. Call 406-761-1310. EOE.

**Contemporary Chief Engineer** strong on construction and maintenance. Write Bob Howard WYSL/WPHD, 425 Franklin St., Buffalo, NY 14202.

**Wanted Engineer**, for a 5 KW AM and small FM, please call 806-888-2050.

**Chief Engineer AM/FM**. First phone lic and maintenance bkgnd reqd for this great oppor with fast-growing Radio Grp. Candidates for chief position should have exper in high-power transmitters, AM dir arrays, Stereo FM, and Studio Const. Great opportunity for ambitious, knowledgeable engn in major Eastern Mkt. EOE. Reply in confidence to: Box C-40.

**Assistant Chief Engineer**. ABCO & O. Extensive experience required. Equal Opportunity Employer. Reply to: Chief Engineer, KXYZ/KAUH, 1201 Fannin Bank Building, Houston, TX 77030.

**Chief Engineer**. Medium market daytime directional AM, 3000 watt FM. Directional antenna system and remote micro wave experience required. Equal opportunity employer. Send resume and salary requirements to: General Manager, WHTH-WNKO Radio, PO. Box 1057, Newark, OH 43055.

**Texas Panhandle City** of 27,000 seeking an engineer. Would involve general studio and transmitter maintenance. Also ability to do production. Send tape and resume to KGRO, Box 1779, Tampa, TX 79065. Phone Darrell Sehorn area code 806-669-6809.

## HELP WANTED NEWS

**Large Midwest radio** chain is looking for an experienced news director, to lead a growing news department. Send tape and resume to Jack Hansen, Eighton Enterprises, Inc., Box 1458, St. Cloud, MN 56301.

**Sports Director** Aggressive, creative & knowledgeable for sports oriented major University market. Compile, edit, and deliver for 6 & 11 PM Newscasts. Tape and resume to Van Hackett, News Director, WBIR-TV, Knoxville, TN 37917. Equal Opportunity Employer.

**Reporter/News Announcer** for solid three-person news department, Midwest location BA and/or experience. Send tape, resume, and news copy to Curt Miller, WTRC, Box 699 Elkhart, IN 46515. EOE.

**Radio newscasters** wanted for morning and afternoon anchor work in booming Sun Belt market. Send tape and resume, state desired salary. All replies treated confidentially. Equal opportunity employer. Steve McGill, Ops. Mgt. WKRG-AM, Box 2367, Mobile, AL 36601.

**News Director** for small Northern New England AM/FM. Opportunity for aggressive news person to run own 24 hour department with three PT staffers. Good living in summer resort area. Salary \$7,500 plus to start. EOE. Contact Mr. Sherwood, 207-324-7271, Box No. 631, Sanford, ME 04073.

**Sports Director** – Salesperson needed immediately for WLAG-WWG-Lagrange, Georgia. Must be good on play by play and sell sport in the market with three High School and a College. Send tape or resume to Paul E. Reid, PO Box 100, Fitzgerald, GA 31750 or call 412-423-2077.

**Additional newscaster** for expanding organization. We want ratings but we may hold the record in the market for staff stability. You must be willing to sacrifice too scale for difference in earnings. Tape and resume to Phil Richardson, KCUB, Box 50006, Tucson, AZ 85703. EOE.

**Minimum three-years experience** as a newscaster. Person should be aggressive and experienced in self-starting radio news gathering techniques, proficient in news writing and use of production facilities. College Journalism or Communications degree helpful, but not necessary. Writing, voice and delivery must be of quality suitable to WGST standards. Equal Opportunity Employer. No phone calls accepted. Send tape and resume to Mike Wheeler, WGST Newsradio, 550 Pharr Road, N.E., Atlanta, GA 30305.

**News director** needed with good sense and objectivity, someone with ability to find news sources and report accurately. Community of 40,000 in Central Midwest. Member of highly-respected chain. E.O.E. Box B-188.

**Wanted: News person**, if you have experience in Radio News and would like the challenge of reorganizing the news department for a Suburban Radio Station in Western MA, send tape and resume to Mike Dion, DWEW, 249 Union Street, Westfield MA 01085.

**Expanding news department** needs an experienced radio news journalist to take charge of WBEV and WXRO Radio stations. Must be a leader, good writer, organizer and a news "digger". Good company benefits, and working conditions. Send complete resume and audition tape to John Klinger, WBEV and WXRO Radio, Beaver Dam, WI 53916.

## HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

**Need Aggressive Program Director** for Contemporary Top 40 Southern Medium Market Station. You must have PD experience, like to work with your staff, be a good administrator, carry an air shift and production shift and be a competitor for ratings. Send resume, references and salary requirements to Box B-84.

**Program Director**. Must have good voice, be a production pro, able to handle a staff of five. Midwest medium market. Should start at about \$10,000. An Equal Opportunity Employer. Write c/o Broadcasting, Box B-169.

**Immediate Opening** for radio production person for California Coastal advertising agency. This is a job for a creative person with a love of commercials and an appreciation for good equipment. Good on-air delivery a must. 805-544-9220.

**Operations Manager**, Airlift/Sales/Production/Promotion, AM contemporary in top 150 Metros. Southeast. Minimum 5 years experience. Must be a leader. Degree preferred. Resume. E.O.E. Box C-31.

**Tired of rat race?** Small station market in Northwest but we want quality. Salary up to \$14,000. Five years commercial experience. Air shift (MOR) and programming input. Box C-43.

**Production**. New studios for creative person. No air shift. Excellent pay. Tape and resume to WOXO/WXIV, Norway, ME 04268.

**Texas Panhandle** city of 27,000 seeking Program Director for Automated MOR AM station. The job involves our sound, music and heavy production. Send tape and resume to KGRO, Box 1779, Tampa, TX 79065. Phone Darrell Sehorn area code 806-669-6809.

## SITUATIONS WANTED MANAGEMENT

**Black Station Manager** looking for new challenge, top 100 markets – heavy sales and programming. Box B-125.

**Sales, programming oriented** General Manager, excellent credentials, GM present station last 5 years. Generated approximately \$500,000 net profit during last 5 years operation of small market AM station. On Board of State Broadcasters, prefer sun belt and ownership opportunity. Employed present station 8 years. Stable, family man. Radio only Box C-8.

## SITUATIONS WANTED SALES

**Broadcaster** 24 years experience all phases seeking lucrative sales or management position with leading station. Prefer Ohio, Indiana. Box B-180.

**Digital Programming Sales**. Call on station owners and top management. Straight commission plus all expenses. Based Austin, Texas, computer sales experience, 18 years broadcasting, airplane pilot, business oriented with accounting knowledge, knowledge of Spanish, excellent salesman. Send complete details: PO. Box 15763, Austin, TX 78761.

## SITUATIONS WANTED ANNOUNCERS

**Broadcast School Grad**, 3rd Endorsed, looking for first job. Phone weekdays 716-834-4457.

**Energetic, stable DJ**, 26, 3 years experience, 3rd endorsed, strong production, board, college. Seeks adult Contemporary. Top 40, AOR, MOR, etc. Will relocate. Resume, tape, Frank Cavaliere, 40 Benedict Ave., Tarrytown, NY 10591, 914-332-0323.

**Lively DJ**, Medium Market over 2 years experience, 3rd ticket, married need \$200 a week. I'm worth it! Box B-195.

**Young, experienced** announcer, currently in modern country format as M.D., with pleasing personality looking for change, likes responsibility. If interested, phone 812-295-4242, Mon-Fri, between 9 am-5 pm.

**Florida Top-40** Jock 1 yr. experience, employed seeks change – 3rd Endorsed. 305-721-0582.

**Number one** night entertainer for 4 years looking for move upward. Top 40 markets. If you need a numbers getter, call 1-413-739-5254 before noon.

**Temporary Help**. Experienced first phone (currently backlog) seeking Easter vacation work. Bernie Bacon 716-343-6604.

**Top 40, MOR Experienced** DJ with third endorsed tape and resume available. Will relocate immediately, dependable. Ron Jenkins, 201-926-5770, 278 Schley St., Newark, NJ 07112.

**Disc Jockey** looking for a job anywhere. Good on intros, ready now, 3rd Endorsed, honest. Thomas Matrisciano, 1323 Kenilworth, Berwyn, IL 60402. Call between 9 AM and 10PM, Phone 312-788-5088.

**14-years experience**, age 35, family man. Play-by-play sales, jock, news, copy \$14,500 last year. Box C-26.

**Top 50 mkt. personality** with program and music experience. Top 40, MOR, or AOR. West Coast or Northeast. Box C-36.

**Personality entertainer** seeks medium market Adult Contemp - MOR - Modern Country, any shift 814-948-4822 between 6 am-3 pm

**23 – married** – with one and a half years exp. Good deep voice. Would prefer medium size market. Call Rod. 501-468-7843

**Twelve year veteran** seeks established MOR to grow with. Talk, production, music. Call 815-874-9369.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Mornings:** Top 100 only. Call toll free 800-824-5136 (California 800-852-7631), extension "Jacobs M2166". Leave message for return call.

**First Phone, 2 yrs.** on-air exp. Mature voice. Available. Tom 218-741-0001.

**Attention South Florida area.** Experienced unemployed announcer MOR, Country or News. 305-922-7679

**Experienced/Dependable Communicative Announcer & Production** -PO. 1089, New Gardens Station, Fort Knox, KY.

## SITUATIONS WANTED TECHNICAL

**Aggressive, quality-conscious young engineer,** currently technical and automation programming contractor to eleven Southeastern stations, desires stable position with group owner or large single operation. Fourteen years' experience AM/FM high-power, directional, audio, automation, television, equipment design and construction, personnel direction. Expensive, but a bargain in the long run. Charles McHan, 1721 Sulgrave, Charleston, SC, 29407. 803-571-3724.

**Experienced Chief** -all phases installation, proofs, maintenance, TV, cable, microwave. 314-521-6901.

## SITUATIONS WANTED NEWS

**Editor-Reporter** in Top 50 all news station seeks position. 801-532-2950 nights.

**Top News Director** small station looking for move up with top news dept. 5 years experience including daily interview talk shows, sports, newspaper. Box B-194.

**Sports Director-PBP** Broadcaster. Young, 26, educated, M.S. Communications, experienced, 5 years PBP. Looking for a step up. Currently SD Radio, University PBP Box B-199.

**Eastern PA or Mid-Atlantic region** -Experienced newscaster seeking medium market position. Also experienced in play-by-play, public affairs, announcing, and sales. Available immediately. Write or call Cliff Eshbach, 405 South Market St., Apt. 1, Elizabethtown, PA 17022. 717-367-0249.

**Aggressive Young Pro** seeks pbp and/or sportscasting position. Four sport pbp experience. Innovative reporting and writing. 616-775-8265.

**Creative, hardworking News Director**, with 3 yrs. experience, seeks reporter/anchor position in medium or large market. B.S. Award winning. Available immediately. 301-861-1327 before noon.

**Sportscaster-Radio & TV** -Recent college grad with all the hustle and flash you would want is looking for first break. I've written & produced daily sports programs. PBP all sports. Good voice goes with the cred. I carry. Will relocate. Don't pass me by. Call Ed 618-654-8543 after 5.

**Southwest Medium Market** ND can give major market station, street experience or sagging medium market operation a news powerhouse. My Affirmative Action hires have produced and advanced on merit. Western states preferred. Box C-5.

**Major Market Canadian Radio Newsman** wishes to live in U.S. 12 years experience anchor, reporting, talk show, and high profile interviewing. Very active in Canada's busiest news market. Occasionally used as correspondent by major American Radio Network. Will consider Major or Medium markets. Highly creative, dedicated employee in return for immigration assistance. Box C-23.

**Young, College Grad** with three years experience in news and sports. Not a rip and reader. Prefer Upper Mid West. Box C-25.

**7 years radio** experience, all phases including General Manager. Prefer news or program directors position. Prefer West or Mid-west areas. Box C-27.

**Black Female Broadcast Journalism degree, seek entry level position as newscaster; Announcer. Well-trained. 3rd endorsed.** Adaptable, Box C-28.

**Enthusiastic, Community-Oriented female news-sportscaster** looking to relocate in California or Colorado. BA Journalism, 3rd Ticket. Karen, Box 21, Aztec, NM 87410.

**Eager News/Sports Reporter** looking for step up. Interested—223 Knollwood Drive, Highland Heights, KY 41076.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Soul Program Director** and Personality looking 919-483-6530

**Production-News-Announcing** Office experience. 1st phone, 27 mos. background. 207-882-7395.

**Major market talent** available for programming. Eight year experience includes: programming, music, research, promotion, production. Let's talk ... 216-243-5370.

**Successful Program Director** now working as successful Station Manager in Top 100 market wants to hear from proper FM radio station that wants to win!!! We can program anyone in your market, but can you afford me? Only stations that want to win need reply! Box C-34.

**Recent graduate, B.A. Telecommunications, Honors student**, 3rd phone, hard worker, experience. Looking for first radio, TV position—Sunbelt area. R. Tomlin, 465 Bevelue, No. 4, Oakland, CA 94610, 415-465-4441.

## TELEVISION

### HELP WANTED MANAGEMENT

**Local Account Executive** Number One VHF network affiliate in Southeast seeking an aggressive, experienced individual with solid sales background. An equal opportunity employer. Female and male applicants from all races are desired. Submit resume and income requirements in confidence to Box C-18.

**Los Angeles based** post production company needs manager with complete knowledge of videotape formats, facilities, and techniques plus extensive managerial experience. Resume with salary requirements to Box C-44.

**Program Director Needed** Immediately for new Public Broadcasting Station. Must have PBS experience, preferably five years, degree preferred. Salary negotiable. Resumes to: KCOS, PO. Box 146, El Paso TX 79942.

### HELP WANTED SALES

**Station Manager** very strong in sales. Above average energy and creative with spirit of challenge. Permanant association with one ownership and future excellent. John Conte, KMIR-TV—Palm Springs. 714-325-7121.

### HELP WANTED TECHNICAL

**Maintenance Engineer** highly qualified in repair of state-of-the-art TV equipment, such as Ampex AVR-3, ACR-25, CDL 480 and Digital PDP-11 computer. Modern automated TV station in beautiful Top 10 market. Excellent fringe benefits; salary \$23,000+. Send resume and references to Box B-132.

**Broadcast Engineer**, Northwest Station, experienced in the installation and repair of microwave vtrs, telecine studio cameras and terminal equipment. Excellent working conditions with opportunity for advancement. Equal opportunity employer. Box B-135.

**Maintenance technician** experienced with color studio production equipment including quad and helical VTR's Studio and eng. cameras, editing systems. Many benefits including 3 weeks paid vacation plus 10 holidays, free hospitalization insurance. Large TV production facility in Southeast. An Equal Opportunity Employer. Box B-58.

**Chief Engineer** for top 30 UHF station in Northeast. Managerial experience required to supervise small staff of engineers. Opportunity to grow with Company. Equal Opportunity Employer. Send resume and salary requirements to Broadcasting Box B-175.

**Immediate opening** for experienced TV Engineer at its full color facilities. Position combines maintenance and production duties for broadcast and small format equipment. First Class FCC License and strong maintenance background required—salary commensurate, excellent benefits. Send resume with salary history to Doug Dunning, ETV Center, MVR Hall, Cornell University, Ithaca, NY 14853. Equal Opportunity/Affirmative Action Employer.

**Broadcast Maintenance Technician**—Minimum two years experience. FCC First Class License required. G.E. camera experience preferred. Salary commensurate with experience. Send complete resume to William R. Yordy, Sr. Chief Engineer, KCTV-TV, PO. Box 11039, San Diego, CA 92111. We're an Equal Opportunity Employer.

**Operating and Maintenance Engineer** with First Class FCC License. Immediate openings, ideal community located in Alaska. Send resume and salary requirements to: George Howard, Chief Engineer, Northern Television, Inc. Box 2200 Anchorage, AK 99510. An EOE.

**WESH-TV** is now accepting applications for positions on the engineering staff. Applicants should be familiar with all types of television broadcast equipment with emphasis on Ampex, Quad VTR, and Sony ENG equipment. A good knowledge of digital as well as analog circuitry would be most helpful. Send resume and work experience to: Nile Hunt, Director of Engineering, WESH-TV, PO. Box 7697, Orlando, FL 32804.

**Expansion opening** with good salary for experienced Color Motion and/or Still Film Lab technician. Salary requirements and complete resume to Box C-30.

**Beautiful Tallahassee, Florida** Home of WECA-TV, one of America's finest ABC affiliates needs a Chief Engineer. If you're a positive, aggressive person with a genuine "can-do" attitude towards heavy production, remote broadcasts and mobile units, send detailed resume to: WECA-TV, 1000 N. Monroe Street, Tallahassee, FL 32302. Equal Opportunity/Affirmative Action employer. No junkshop proprietors, please!

**Chief Engineer** invited to God's Country! Magnificent position and excellent future. One owner station. John Conte—Palm Springs, CA. KMR-TV. 325-7121.

**Television Technician**. Immediate opening at public TV station at West Virginia University located seventy miles South of Pittsburgh, Pennsylvania. Must have 1st FCC and color broadcast TV experience in operation and maintenance. Send resume along with salary requirements to: Jack Podeszwa, Personnel Officer, West Virginia University, Morgantown, WV 26506. An Equal Opportunity/Affirmative Action Employer M/F.

**Instructor wanted**. Columbia College in Hollywood has a part time evening engineering faculty opening for its FCC License Preparation course. This will not interfere with professional daytime assignments. Contact by mail or Dean, Broadcast Engineering, Columbia College, 925 North La Brea Avenue, Hollywood, CA 90038

**Need Experienced FCC 1st Class Engineer** for studio maintenance and remote control operation. Contact R. Doyle, KGGM-TV, Albuquerque, NM. 505-243-2285.

### HELP WANTED NEWS

**Wanted: News Director.** VHF station in Major Market. Must be bilingual, English and Spanish. An Equal Opportunity Employer. Send resumes and references to Box B-112.

**E.O.E. in Southeast** top fifties wants weekend anchor/producer/reporter. Will produce and report/intercept stories during the week. Must have this specialized experience plus strong reporting background. Able to shoot and edit film and eng. Salary up to \$200.00/wk. Box B-129.

## HELP WANTED NEWS CONTINUED

**Fifthy sunbelt market** wants aggressive tireless sports anchor/reporter to rebuild faltering sports effort. Able to be one person band in covering local amateur and pro sports hard and continuously. AOL commentary. Must have experience and tape that proves your worth. If you're a clock watcher, forget it. We are E.O.E. Box B-130.

**Expanding News Operation**—Midwest market VHF needs talented, experienced producer for early and late news, general assignment reporter, and photographic editor with ENG experience. Resumes and salary requirements to Box B-178.

We're looking for a No. 2 person in a big market who's ready to become No. 1 in a smaller market. We have big market standards and goals, and seek someone to shape the news product, build a staff of young reporters and photographers, and improve on our number one rating. We're in the Southeast, in an active news area and are ENG equipped. Send a letter selling us on your qualifications, your ideas, your news philosophy and your management style. Include resume. Salary open for the right person. We're an Equal Opportunity Employer. Box B-198.

**Mature Co-Anchor/Reporter**—Experienced, ability to communicate, with viewer Good writer, positive attitude, desire to grow. Fully ENG. Northeast market, wage negotiable. Equal Opportunity, Affirmative Action Employer. Box B-203.

**Reporter/Experienced**—Cover beat, develop contacts, enterprise stories. A Journalist. Medium Market, Northeast, ENG. Equal Opportunity, Affirmative Action Employer. Box B-206.

**Photographers Wanted** by one of the Midwest's most respected news operations. WMBD-TV seeks experienced photographer for ENG and 16 mm photo department. Tapes and resume to Bill Marshall, WMBD-TV, 3131 N. University Peoria, IL. E.O.E.

**WMBD Peoria** seeks two experienced Radio/Television news reporters for growing Midwest news operation. Solid journalists with 16 mm and/or ENG experience. Forward tapes and resume to Duane Wallace, WMBD-TV, 3131 N. University Peoria, IL. E.O.E.

**Sports Director** with emphasis on local coverage, features and commentary. Must have TV anchor experience. Send video tape and resume to: News Director, WTVV-TV, PO Box 7, Evansville, IN 47701. An Equal Opportunity Employer.

**Sports Director**—Aggressive, creative & knowledgeable for sports oriented major University market. Compile, edit, and deliver for 6 & 11 PM Newscasts. Tape and resume to Van Hackett, News Director, WBIR-TV Knoxville, TN 37917. Equal Opportunity Employer.

**Splitting the news** audience isn't good enough! We need a news director who's a broadcast journalist; tough; organized; interested in people, production, promotion, public affairs, public relations and the community. He will direct and motivate capable, qualified staff in small Rocky Mountain market. Our TV station offers much to the right person. All applications acknowledged. Complete confidentiality maintained. Tell about yourself and what you'd like to do for us. Write GM, KFBG-TV, Great Falls, MT 59403.

**Broadcast Journalism**—To teach broadcast news and public affairs and other basic R-TV courses and to supervise students in newscasts on CATV. Master's degree required. Doctorate preferred. Sales experience desirable. Position available August, 1978. Rank and salary based on qualifications. Letter of application, resume and references to Dr. Jack Wilson, Chairman, Division of Communications, Morehead State University, Morehead, KY 40351. Morehead State University is an Equal Opportunity/Affirmative Action Employer.

**Assistant professor** of TV/radio news. University of Nevada-Reno seeks full-time teacher with a minimum of M.A. degree and five years of full-time professional news experience, with emphasis in broadcasting. Salary depends on qualifications. Deadline for applications: March 15, 1978. Write Prof. L.W. Gileland, chairman, Department of Journalism, University of Nevada-Reno 89557. An Affirmative Action/Equal Opportunity employer.

**TV Weather Person**, Pennsylvania ABC Affiliated Group Owner. Medium Market. Meteorologist or equivalent qualifications desirable but not essential. Excellent salary and fringe benefits, exciting market. E.O.E. Broadcasting, Box C-7.

**Wanted—News Director/Anchor** for Georgia VHF. Not Atlanta. Send full resume and money requirements. An Equal Opportunity Employer. Write Box C-10.

**Weathercaster/Environmental Reporter** minimum 3-years experience for S.E. Florida station. Upbeat communicator. Send video cassette, detailed resume, salary requirement first letter to News Director, P.O. Box 38118, Miami, FL 33138. Equal Opportunity Employer.

### HELP WANTED PROGRAMMING, PRODUCTION, AND OTHERS

**Experienced Film Director**. Prepare all film programs, handle shipping. KOLO-TV, PO. Box 10,000, Reno, NV 89510. 702-788-8880. Affirmative Action Equal Opportunity Employer.

**Graduate Faculty Positions**—Ph.D. and commercial experience or M.A. and extensive commercial broadcasting experience, including EFP/ENG. Associate or Assistant positions to teach a combination of mass communication theory broadcasting history regulations, programming, audience research, production. One position will concentrate on production. Salary at Assistant 14 to 18.4M, at Associate 17 to 23M. The M.A. degree will be offered by the School of Communications of CBN University starting in the fall of 1978. CBN University affiliated with the Christian Broadcasting Network and shares a distinctly evangelical educational philosophy. Applications should be sent by March 15 to Dean of Communications, CBN University, Pembroke Five, Virginia Beach, VA 23463.

**Promotion Manager** for Southern Network Affiliate in top 25 market. Must be ambitious, aggressive, inventive and able to manage people and money. Station is part of growing group with much opportunity for advancement. An Equal Opportunity Employer. Send resume and salary history to Box C-35.

**Tenure track position** open September, 1978, teaching advertising principles, broadcast and print advertising and agency operations. Professional experience required and teaching experience preferred. Send vitae and three recommendations to Thomas Heuterman, Communications Department, Washington State University, Pullman, 99164. Application review and selection begin March 17, 1978 WSU is an equal opportunity/affirmative action employer.

**TV Production Supervisor** Responsible person to oversee and coordinate nighttime videotape dubbing facility. Experience in TV and/or TV traffic. Call or write Direct Responses Productions Inc., 610 Melwood St., Pgh., PA 15213. 412-682-1555.

**TV Producer Director** Minimum 2 years Experience in Studio/Film/ENG. Knowledge of journalistic principles, some talent work. \$80,000-\$12,000. Send resumes to Program Manager, WTPV-TV, 1501 W. Bradley Avenue, Peoria, IL 61625.

**Respected Professional** for one-year appointment as Distinguished Professor of Journalism. Prefer background in advertising or radio-TV, but news-editorial pros also will be considered. Academic experience desirable but not essential. Job includes teaching, making public appearances, advising students on professional careers. Salary \$28,000 for 9-month academic year. Applications due April 15. An Affirmative Action/Equal Opportunity employer. Applications from minority persons and women encouraged. Send application, including resume and references, to Charles Pearson, Department of Journalism, Wichita State University, Wichita, KS 67208, before March 15.

**Assistant Professor** in broadcast news beginning Fall 1978. Strong professional experience required. PhD preferred. Must be prepared to handle skills and production courses in radio-television news and to teach other subjects in journalism-mass communications. Write to Dennis Brown, Chairman, Department of Journalism and Advertising, San Jose State University, San Jose, CA 95192. Deadline March 15. Affirmative Action Equal Opportunity Employer.

**Attractive opportunity** for experienced Video-Film cameraperson. East coast. Long established busy recording studio. Excellent facilities. Complete resume and salary requirements to Box C-32. We will contact you for sample.

**Communications**: Faculty position (9 months). Instructor or Assistant Professor. Begin Fall 1978. Masters degree and professional experience required. Mass communications with emphasis on writing for print and electronic media. Working knowledge of still photography and motion picture production desirable. Teaching experience preferred. Application deadline: March 10, 1978. Send vita and three (3) letters of reference to: Dr Denton B. May Academic Dean, King's College, Wilkes-Barre, PA 18711. An Equal Opportunity/Affirmative Action Employer.

**Program Director/CATV** Responsibility includes design of studio and remote facilities, purchase of all necessary equipment, staffing and training of all personnel, and supervision of all participation in development of format with creativity and ingenuity. Jacksonville, Florida location with owners committed to top local service to community. Resume only to president, Area Communications, Inc. Suite 105, 3100 University Blvd., South, Jacksonville, FL 32216.

## SITUATIONS WANTED MANAGEMENT

**Asst. Program Operations Manager** with top 25 affiliate equipped to handle Operations or Pgm. Mgr. position in any size market requiring film buying, FCC/NAB, net relations. Public Affairs programming, and promotion/production management. Solid sales-traffic plus facilities scheduling, ratings, news, and automated broadcast systems. Let's get together at NATPE. Box C-17.

## SITUATIONS WANTED SALES

**Here's the picture:** I've had 15 years of radio sales experience in three major markets. I made a lot of money for the stations and me. One year ago I went into my own business. We're a broadcast buying service. We buy both radio and television. I'm hooked on television. It's exciting. I'm willing to give up my business for a crack at it! Put one of the best radio salesmen in the country in TV sales and watch your billing skyrocket! Major markets only. Write Box C-39.

## SITUATIONS WANTED TECHNICAL

**First Phone, College** Grad experienced with ENG Systems in major market. Prefer Mid or Far West; any location considered. Box C-45.

**Attention Radio & T.V. Combinations** 1st. Phone entries desire entry level TV. Engineering position, plus can pull jock shift or talk show host. Call Dave at 215-588-0142. All markets. Sales experience also.

**Black 1st phone** with 955 hrs. of TV Studio Operations & Electronics training in NY. Good credentials. Phone Jerome Williams 212-478-7533 or 212-651-1456 days. All markets O.K.

## SITUATIONS WANTED NEWS

**Award-winning TV reporter** Excellent background with highly-regarded news station. Experience includes: network feeds; investigative mini-docs; and stint as medium market News Director. Seek post in South, Southwest, or West. Box A-141.

**Hardworking, Experienced Radio Journalist** Looking for beginning TV. News position. Available immediately. 301-881-1327 before noon.

**TV News Director**. Record of achievement in medium market. A thoughtful innovative approach. Superb background as large market reporter. Desire ND slot in medium-large market in Sunbelt or West. Box A-145.

**Medium market weekend** sports anchor seeks Sports Director's position in small or medium market. Very knowledgeable and thorough in coverage. Box C-1.

**Writer/Producer** seeks start. Single male with TV journalism courses, hands-on tape experience and ad agency background. For a line-up that's bright, clever and flows, check-out this workhorse with brains. I have guts, determination, and put money second to opportunity. Box C-19.

## SITUATIONS WANTED NEWS CONTINUED

**B.A. Chicago, M.S.** broadcast journalism Boston. Radio newsman, three years experience, some TV, needs TV reporting position. Sound news judgement, intelligent writing. Box C-38.

**I Go Both Ways.** Radio or TV. Sports or politics. Seasoned reporter with major league sports and presidential campaign experience seeks a top 30 market. Opportunity more important than money. Call Mark, A.M.'s at 507-437-8778.

**TV Weather Person.** Pennsylvania ABC Affiliate Group Owner, Medium Market. Meteorologist or equivalent qualifications desirable but not essential. Excellent salary and fringe benefits, exciting market. EOE. Send resume to Box B-205.

## SITUATIONS WANTED PROGRAMMING, PRODUCTION AND OTHERS

**TV and Radio Copywriter.** Have written copy for Hollywood TV studios. 203-523-9318.

**Assistant Director** in top ten market seeks Producing/Directing position in smaller market. No geographic preference. Masters Degree in Broadcasting, excellent references, tapes and resume available. Box B-187.

**Young energetic** director/equipment operator. Experience directing news, excellent operating camera and switching. Resumes and tape available; Dan Levin, 1740A Regency Way, Chula Vista, CA. 714-420-8624.

**Public Affairs** officer for government agency in Washington, seeks position with local station (West preferred). Miracle worker at community relations, good writer, on-camera spokesperson. Call Mark Samuelson, 202-244-4386 after 6 pm EST.

I think, I create. 15 years DJ & News including Phillips, Kansas City, St. Louis, BA in Communication. Interested in dynamic modern organization, not board or staff. Strong writing, film, ideas. Major markets only. Advertising, film, tv or radio. Box C-13.

**Program Director** experienced in program purchasing, station operations, license renewal. Box C-37.

**Free lance documentary** writer, Emmy nomination in Chicago market. Masters degree, 2 years announcer, 5 years industrial PR, 22 years clergyman-public service broadcasting administrator. Wide communications skill and experience. "Asset," P. O. Box 365, Peotone, IL 60468. 312-258-6839.

## CABLE

## HELP WANTED TECHNICAL

**Vice President—Engineering.** Medium sized MSO has opening at Philadelphia. Need someone for Engineering Vice President with responsibility over nine systems serving 100,000 subscribers. Anticipate 1,000 miles of construction over 24 months. Should have field experience as Chief Technician of large system or MSO Regional Engineer. Unique opportunity to grow with company. Stock options, fringe benefits, salary commensurate with experience. Please send Resume or call George W. Bohn at 215-667-4200, Comcast Corporation, One Belmont Ave., Suite 227, Bala Cynwyd, PA 19004.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000,** and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 11th Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Wanted: UHF TV Transmitters** instant cash paid for all models. Call Bill Kitchen: 904-837-2798.

**Paul Schaefer Wants** to buy clean 1KW AM Transmitters and Schaefer 800T Automation Systems. Phone 714-454-1154 or write Schaefer International, 5801 Soledad Mtn Rd, La Jolla, CA 92037.

**5KW Transmitter,** two Tower Phasor and Tuning Boxes, Antenna Monitor and Two 170' Towers. Contact Jimmy Joynt, KYKR AM/FM, Box 2307, Port Arthur, TX 77640, 713-727-0771.

**I need an SCA** Monitor that will work with a Collins 900 C-2. Call collect, Stan Hagan area 318-281-1383. KVOB, Bastrop LA.

**5000 or 10000 watt AM** transmitter. Bill Barry, WAMB, Nashville, TN, 615-889-1960.

**Wanted** Collins 274D Relay Control Unit for audio mixer. Must be operable. 301-484-9340 anytime.

## FOR SALE EQUIPMENT

**5" Air Helix** — Andrews HJ9-2 can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**One-RCA TR4** MI43301A1 Serial No. 40207, Two headwheel panels MI40760. Contact Carland, Inc. 816-842-6098.

**Cameras - GE PE250** (Kitted to 350 specifications). Two chains complete with GE-115 Encoders, CBS 8400 Encoders, HF PD-1 Pedestals, 400 feet cable. Contact Dick Payne, 205-281-2900.

**Transmitter Plant** (Channel 12) RCA TT50AHLA Transmitter. RCA TR-12A1 Antenna. Ideco 750 foot guyed tower. Heavy-duty 7 foot face. Much auxiliary equipment, including RF load, monitors, spare parts, etc. This plant was performing to "proto" specifications when de-activated 9/177. Contact Dick Payne, 205-281-2900.

**3N Datavision D-3000** Character Generator. Smooth edged characters, roll, crawl, flash, 2 fonts, edge key. Reasonably priced. Contact Robert Banks, C.E. KBAV-TV, PO Box 2929, Bakersfield, CA 93303. 505-327-7955.

**Automation:** Gates SC-48 System complete with (4) Scyllis, (3) Random Carousels, racks and more. IGM 400 Controller with Carousel. For more information call or write Eastern Broadcast Supply, 42 Main St., Leominster MA 01453, 617-534-0441.

**6 1/8" RCA** Transmission line. MT-277 92-D-1-A. Suitable for UHF or VHF. Never been used, in original cartons. 40% off of 209—529-2024.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one liners \$10 Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

**"Free" D.J. Catalog** Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

**Hundreds of Deejays** renewed again! Guaranteed funnier! Freebie, Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

## MISCELLANEOUS

**Have a client** who needs a jingle? Call us. Custom jingles in 6 hours. Honest! Philadelphia Music Works, Box 947, Bryn Mawr, PA 19101. 215-525-9873.

**Prizes! Prizes!** Prizes! National brands for promotions, contests, programming. No batter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Editorial Capsule** Opinion research weekly. Trial subscription—\$37.8 Broadcast Service Assoc., 663 Fifth Ave., New York, 10022.

**Radio and TV Bingo.** Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

## INSTRUCTION

**Cassette recorded First phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

**1st class FCC**, 6 wks, \$450 or money back guarantee. VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**OMEGA STATE INSTITUTE**, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.

**Free booklets** on job assistance, 1st Class FCC license and DJ-Newscaster training. ATS. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

**1978 "Tests-Answers"** for FCC First Class License Plus—"Self-Study Ability Test" Proven! \$9.95. Moneyback guaranteed. Command Productions, Box 28348-E, San Francisco 94126.

**Radio License Institute** offers extensive preparatory training for the FCC first class license. Over 90% of our students pass their exam the first time. Both six-week daytime and eight-week nighttime classes available year round. State approved for Veterans. RLI, 216 E. Montague St., Charleston, SC 29408, 803-744-7189.

**1st phone test preparation**. Free information. V.A. benefits. Financial Aid. AAB, 726 Chestnut Philadelphia 19106. Phone 215-922-0605.

**Bill Elkins** and his famous six-week First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Terminal, Box 45765, Dallas, TX 75245, 214-352-3242.

**Bill Elkins** proudly announces the opening of Elkins Radio License School in Oklahoma City, Inc., at 4801 N. Classen Blvd., Suite 100, Oklahoma City, OK 73118, 405-842-4862.

**San Francisco**, FCC License. 6 weeks 3/17/78. Results guaranteed. Veterans approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St., 94102 415-392-0194.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 27, May 8. Student rooms at each school.

**REI** 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

**REI** 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

## RADIO Help Wanted Management

## RADIO MANAGERS SALES MANAGERS FAR WEST

New West Coast small-to-medium market group wants aggressive, sales oriented broadcasters for Station Managers and Sales Managers. Five years broadcasting experience minimum qualification with good knowledge of FCC rules. Submit resume, earnings record, and salary requirements in complete confidence for screening. If qualified, you will be contacted with details of job opportunity before client reviews your resume. All replies absolutely confidential. No phone response, please!

*William A. Edler, Inc.*  
31 CARROLL COURT, SAN RAFAEL, CA 94903  
(415) 479-0717  
MEDIA BROKERS - CONSULTANTS

## Help Wanted Management Continued

### RADIO STATION MANAGER

An unusual opportunity for a Station Manager in a major (top 50) Southeastern market: 50kw AM and 100kw FM. Substantial competition creates need for aggressive leadership and supervision of active Sales Department. Excellent staff support in all areas of promotion, programming, news (largest department in the southeast) and engineering with brand new operational equipment. Reply Box C-20. An Equal Opportunity Employer. M/F.

### ENGINEERS DREAM

Brand new Gates Mw5A Transmitter, S.T.L., new broadcast house under construction. WJAR-AM, Providence, Rhode Island, 5KW Full-Time needs working Chief Engineer, must have experience in Directional Transmitter and Studio Operation. Send resume including salary requirements to Donald S. Kane, VP & GM, WJAR-AM, 176 Weybosset Street, Providence, RI 02903. An Equal Opportunity Employer.

### Help Wanted Announcers

#### Need all night talk/music host

\$150-\$175 per week

Beginning 24 hour broadcast tape and resume to: Bill Rogers, WMBD, 3131 N. University, Peoria, IL 61602.

### MAJOR MARKET TALKER

Midwest major market talk station now accepting resumes from creative, fun loving talk show hosts. Also looking for a dynamic and opinionated sports talk show personality. This is the opportunity you've been working towards. Send resume to Box B-174.



Universal Broadcasting is Coming to  
**KANSAS CITY**  
Inspirational/Gospel Music  
(Awaiting FCC Approval)

Operations Manager ... On Air Personnel ... Drive Time Music Personality ... Salespeople. Large Coast-to-Coast Chain (9 stations).

Contact

Tom Schulte, G.M.  
P.O. Box 461

Shawnee Mission, Kansas 66201  
or

Dick Marsh, Vice President  
Universal Broadcasting  
3844 E. Foothill Blvd.  
Pasadena, CA 91107  
An Equal Opportunity Employer

## Help Wanted Technical

### BROADCAST ENGINEER

Group broadcaster has need of a Broadcast Engineer for AM station in Northern New England area. Should have first phone and be knowledgeable in A.M. and Audio. Stereo knowledge useful. Experience with A.M. and Audio as Chief Engineer required for five years—or equal responsibilities for five years accepted. EOE—M/F. Reply, with resume, to:

Technical Director  
Hall Communications Corp.  
P.O. Box H-3201  
New Bedford, Mass. 02741

### Help Wanted News

#### News Personality Wanted Male or Female

Top-rated KLOK, San Jose, California, an Equal Opportunity Employer, wants a good morning news personality, male or female, to handle adult contemporary format for a San Francisco Bay Area audience. Send tape and resume immediately to:

Ray Hasha  
KLOK Radio  
PO Box 21248  
San Jose, CA 95151

### Help Wanted Programming

### PROGRAMMER

Leading syndication company is growing and needs additional program help. Creative, challenging positions are management level working with some of the industry's best people. Candidate should present growth record of success, and enjoy working with people. Rock, Beautiful Music, Country experiences desirable. Knowledge of automation helpful, expense paid travel essential. Headquartered in sunny warm climate. All replies confidential. EOE. Resume, salary history to: Box B-201 c/o Broadcasting.

### Situations Wanted Management

### NATIONALLY KNOWN AOR INNOVATOR

Seeks challenging secondary market management or major market programming position with AOR or adult contemp. station. I'm presently general manager of a highly respected AOR feature syndication which I created. I have extensive and impressive credits—areas of station management, programming, promotion, marketing and news. If you have high standards, maybe we should be talking. Box C-48.

## Situations Wanted Announcers

### 2 MAN PERSONALITY SHOW

We're ready to increase ratings and sales at your medium or major market station with our unique blend of humor, information and heavy community involvement. Box C-41.

### TELEVISION Help Wanted Sales

#### GENERAL SALES MANAGER

Medium Market must be completely experienced. Complete supervision of all local, national and regional sales. Compensation commensurate with experience and background. Equal Opportunity Employer. Send resume to Box C-42.

### COMPUTER SYSTEM SALES

A leading broadcasting business automation firm is seeking qualified candidates for the positions of regional or national sales representatives. Persons with extensive broadcasting experience (at least at the middle-management level), high sales skills, and a good conceptual understanding of computerized traffic and accounting systems will be considered. Substantial compensation plus all travel expenses paid. Heavy travel required. Various territories are open. Provide a complete resume plus a letter describing your interest in the job and desired compensation levels to Box B-128, BROADCASTING magazine.

## Southwest Regional Sales Manager

The Grass Valley Group, Inc. seeks a capable and creative individual to represent our products as Regional Sales Manager for the Southwestern United States.

Based in the Dallas, Texas area, this key position requires someone with an excellent technical background in broadcasting. Preference will be given to individuals with proven sales experience. Our compensation package includes excellent company benefits in addition to our sales and commission program.

Interested applicants please submit a resume in confidence to Val Marcus, Personnel Manager, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

A Tektronix Company

**The Grass  
Valley Group**

## Help Wanted Technical

### Needed immediately:

Chief engineer to work long hours to build from scratch new UHF station (NBC a rate) in rapidly growing New England single station market. Candidates should be presently or recently employed and have UHF (or extensive VHF) experience. Call, don't write. Paul Taft 713-622-1724 EEO employer.

### VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

### CAREERS IN TELEVISION ENGINEERING

RKO General, Boston Division has immediate openings for the following positions.

#### ENGINEERING SUPERVISOR

For the candidate who can supervise technicians assigned to television production and maintenance. A solid technical background, FCC FIRST CLASS LICENSE and a minimum of 5 years of television broadcast experience is also required Previous supervisory experience a real plus.

#### TECHNICIAN

Experience in studio broadcasting and an FCC FIRST CLASS LICENSE are required. A background in electronics is also desirable.

RKO General offers a liberal compensation package.

For prompt consideration, forward your resume including salary requirements to:

Personnel Department  
RKO General Building, Government Center,  
Boston, MA 02114

An Equal Opportunity Employer M/F/H/Vets

**WNAC-TV BOSTON**  **CBS AFFILIATE**

## Help Wanted News

### TOP TEN MARKET

is looking for an experienced weekend co-anchor/reporter. Send resume and script samples to Box B-189. Equal opportunity employer.

### TV Weather

Qualified meteorologist needed with on-air television weather experience. Medium market station. Send resumes only to Box C-9.

Equal Opportunity Employer

### TELEVISION NEWS DIRECTOR

Experienced Broadcast Journalist needed to manage our news effort. Must have proven track record, ENG experience and management background. Excellent opportunity for person interested in a personal challenge and a good future. Call or send resume to Station Manager, WIVB-TV, (Formerly WBEN-TV) 2077 Elmwood Avenue, Buffalo, New York 14207. An Equal Opportunity Employer.

## Help Wanted Production

# Business Production Manager

Our large people-development agency is currently offering a fantastic growth opportunity for the right person. We want someone who knows the "ins and outs" of production, but doesn't want to be a producer. We want someone who can talk about and handle production finances, but doesn't want to be a CPA. We want someone who has the guts to call producers on the carpet. If you've got what it takes, we want you.

Box C-47.

## Radio Programming

### THE BIG BANDS ARE BACK



One 55-minute weekly program of Big Band sounds with host Jim Bolin.

**PROGRAM DISTRIBUTORS**  
11 Vista Drive  
Little Rock, Arkansas 72210  
(501) 378-0135

### LUM and ABNER

5 - 15 MINUTE PROGRAMS WEEKLY

**Program Distributors**  
11 Vista Drive  
LITTLE ROCK, ARK 72210  
Phone (501) 378-0135

## Situations Wanted Management

### National Director Marketing & Sales

Executive management background in pay television advertising. 13 years solid marketing and programming experience. Innovative and dedicated achiever with proven bottom line performance. Excellent references. Seeking major responsibility with aggressive top quality company. Box C-21.

### Situations Wanted Programming, Production, Others

#### Program Director/ Executive Producer

Valued Film and Television Writer/Director seeks equal opportunity to encash as Program Director or Executive Producer. Solid experience PTV, major networks, and corporate communications. Graduate degree in Public Communications. Write Broadcasting Box B-9.

#### Miscellaneous

#### Auerbach/Wasserman Productions

Announce an historic event on February 19, 1978  
**Norman at Mid Century**

of

**My Son The Radio Maven**

Simulcast Nationally/Reception Cleveland Only

**HAPPY BIRTHDAY NORMAN**

## For Sale Equipment

### 50 KW AM TRANSMITTER

Presently operating RCA BTA-50 G transmitter with spare parts and tubes. Price includes tuning on your frequency.

For information on price and condition, contact Phillip Rogers, Engineering Manager, WCAR, 18900 James Couzens Highway, Detroit, Michigan 48235 (313) 345-8600.

## Wanted To Buy Stations

### PUBLIC COMPANY

interested in acquisitions and/or mergers.

T.V.—Radio.

Profitability not a factor.  
Reply Box E-69.

Financially qualified corporation seeks AM/FM radio property in Southern Mississippi. Principals only write in confidence stating terms desired to

### Gulf Comex

6 Cheshire Court  
Edwardsville, IL 62025

## For Sale Stations



**CHAPMAN ASSOCIATES®**  
media brokerage service

### STATIONS

W Small	AM/FM	\$500K	29%	Bill Hammond	(214) 387-2303
MW Medium	AM	\$400K	\$116K	David Kelly	(414) 499-4933
E Metro	AM/FM	Make Offer		Art Simmers	(617) 848-4893
S Metro	Profitable	\$525K	Terms	Bill Chapman	(404) 458-9226
W Metro	AM/FM	\$1.1KK	Cash	Ray Stanfield	(213) 363-5764

To receive offerings of stations within the areas of your interest, write  
Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Georgia 30341.

### Class A FM

Medium size market. Mid-west. Positive cash flow. Excellent short and long term potential. Priced at three times gross revenue including real estate. Low down payment, terms negotiable. Box C-46.

### CONTACT

W Small	AM/FM	\$500K	29%	Bill Hammond	(214) 387-2303
MW Medium	AM	\$400K	\$116K	David Kelly	(414) 499-4933
E Metro	AM/FM	Make Offer		Art Simmers	(617) 848-4893
S Metro	Profitable	\$525K	Terms	Bill Chapman	(404) 458-9226
W Metro	AM/FM	\$1.1KK	Cash	Ray Stanfield	(213) 363-5764

### H.B. La Rue, Media Broker

RADIO-TV-CATV APPRAISALS

WEST COAST: 1204 RUSS BUILDING - SAN FRANCISCO, CALIFORNIA 94104  
415/873-4476

EAST COAST: 210 EAST 53RD ST., NEW YORK, NY 10022  
212/288-0727

### FT. LAUDERDALE, FLORIDA

Tunnel Radio Station - Broadcasting to over 1,000,000 cars per month on all AM channels inside New River Tunnel since 1976 \$49,000  
Mr. Skinner, Tunnel Radio of America, Inc.  
2900 N. Dixie Highway Ft. Lauderdale, Fla. 33344  
(305) 561-1505 Qualified principals only

- AM/FM single station market in Miss. FM heard in adjacent city. Automated. Good buy. \$15,000 down if financially responsible.
  - Powerful fulltimer, good metro area of GA, real estate, billed about \$300,000. \$590,000.
  - Class A FM, GA city, 50% for \$175,000.
  - AM/FM within 50 miles of NYC. Powerful FM. Majority share \$710,000. Terms.
  - UHF TV with 20 cable systems in South. \$1,150,000.
  - Powerful Fulltimer in Northern Arizona. \$900,000. Terms.
  - Daytimer, Sou. Calif. Exclusive programming. Billing \$200,000. Positive cash flow of \$65,000. County pop 350,000. \$520,000. Liberal terms.
  - Powerful ethnic daytimer with good billing. Central Georgia metro area. \$810,000. Assume corporate note.
  - Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
  - Oregon fulltimer. Profitable. \$180,000. Terms.
  - Class "C" Stereo. Central Texas. 30,000 pop trade area. Good billing. \$260,000.
  - Daytimer. Southern Georgia. \$265,000.
  - Cable TV operation in Indiana. A good buy. \$360,000.
  - FM within 35 miles of Washington, D.C. Consultant says potential of moving within 8 miles of Washington beltway. \$340,000. Terms.
  - Fulltimer in big city in South. Billing \$450,000 plus. Real estate. Good buy for \$850,000.
  - FM in Central Pa. \$225,000. Terms.
- All stations listed every week until sold. Let us list your station. Inquiries and details confidential

**BUSINESS BROKER ASSOCIATES**  
**615-894-7511**    **24 HOURS**

### MEDIA BROKERS APPRAISERS

RICHARD A.

**SHAEHEN INC.**

435 NORTH MICHIGAN - CHICAGO 60611

**312 • 467 • 0040**



### LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers

Los Angeles Contact: William L. Walker

Suite 417, 1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
202-223-1553

### RALPH E. MEADOR

Media Broker

AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544

THE  
KEITH W. MORTON  
COMPANY

P.O. Box 948  
Elmira, N.Y.  
14902  
(601) 732-7138

BROKERS AND  
CONSULTANTS  
TO THE  
COMMUNICATIONS  
INDUSTRY

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.  
(Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing (No telephone copy accepted).

Replies to ads with *Bind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Bind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Bind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwarded, and are returned to the sender.

Rates: Classified listings (non-display). Help Wanted: 70¢ per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word \$5.00 weekly minimum. All other classifications 80¢ per word. \$10.00 weekly minimum. Blind Box numbers \$2.00 per issue.

Rates: Classified display. Situations Wanted: (personal ads) \$30.00 per inch. All other classifications \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Stock Index

Stock symbol	Exch.	Closing Wed. Feb. 15	Closing Wed. Feb. 8	Net change in week	% change in week	1977-78	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
						High	Low		

## Broadcasting

ABC	ABC	N	36	36 1/8	-	1/8	+ .34	46 3/4	35 3/8	7	18,152	653,472
CAPITAL CITIES	CCE	N	55 3/4	56	-	1/4	+ .44	60 1/2	44 3/4	10	7,441	417,065
CBS	CBS	N	44 1/2	45 7/8	-	1 3/8	+ 2.99	62	44 1/2	7	28,100	1,250,540
COX	COX	N	32 1/2	33	-	1/2	+ 1.51	35 1/4	25 1/2	9	6,185	201,012
GROSS TELECASTING	GGG	A	15 1/4	14 5/8	+	5/3	+ 4.27	15 1/2	13 5/8	7	800	12,200
KINGSTON COMMUN.	KTVV	D	6 1/2	6 1/2	-			7	3 7/8	12	462	3,003
LIN	LINB	O	25 7/8	25 1/4	+	5/6	+ 2.47	25 7/8	16 1/2	9	2,745	71,026
MADONNA	MOON	O	2 5/8	2 5/8	-			2 5/8	1 7/8		425	1,115
MARSHALL	RCHL	O	19 1/2	19 1/2	-			19 1/2	8 5/8	21	1,281	24,979
SCRIPPS-HOWARD	SCR	O	30 1/2	30 1/2	-			37/8	32 1/2	7	2,599	78,964
STARR	SPG	M	12	12	1/2	-	1/2	- 4.00	12 1/2	6	1,437	17,844
STORER	SRK	N	23 3/4	24	-	1/4	- 1.04	26 7/8	19 3/8	9	4,876	115,805
TAFT	TFB	N	32	31 3/4	+	1/4	+ .78	33 7/8	24 5/3	7	4,119	131,808
										TOTAL	78,702	2,978,743

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	7 1/8	7	+	1/8	+ 1.78	7 1/8	3 3/4	8	1,229	8,756
JOHN BLAIR	BJ	N	18 7/8	18 5/8	+	1/4	+ 1.34	19 3/4	11 1/8	5	2,432	45,904
CHRIS-CRAFT	CCN	N	8 3/4	8 3/4	+	1/4	+ 2.85	9 3/8	4 1/2	17	4,451	40,059
COMBINED COMM.	CCA	N	30 3/4	29 7/8	+	7/8	+ 2.92	33 1/4	19	10	6,920	212,270
COWLES	CWL	N	18 1/4	18 1/8	+	1/8	+ .68	18 1/4	12 1/2	21	3,969	72,434
DUN & BRADSTREET	DNB	N	27 7/8	28 7/8	-	1	+ 3.46	31	26 1/4	14	26,339	734,199
FAIRCHILD INO.	FEN	N	17 5/8	17 3/4	-	1/8	+ .70	17 3/4	9 1/2	5	5,708	100,603
FUQUA	FOA	N	9 1/2	9 1/2	+	1/2	+ 5.26	13	8	6	9,396	93,960
GANNETT CO.	GCI	N	35 5/8	36	-	3/8	+ 1.04	40 3/4	32 3/4	14	24,999	299,470
GENEPAL TIRE	GTI	N	23 3/4	24	-	1/4	+ 1.04	29 1/2	22 3/8	5	22,242	520,247
GLOBE BROADCASTING	GLUTA	O	4 5/8	4 5/8	-			4 5/8	2 1/8	6	2,772	12,420
GRAY COMMUN.	GO	N	13 1/4	13 1/2	-	1/4	+ 1.85	13 1/2	8	475	6,293	
HARTE-HANKS	HHN	N	32 1/2	32 1/2	-	3/8	+ 1.15	36	26	12	4,477	143,823
JEFFERSON-PILOT	JP	N	27 7/8	27 3/4	+	1/8	+ .45	32 3/8	26 5/8	9	23,400	652,275
MARVIN JOSEPHSON	MRVN	O	13 1/4	14 1/4	-	1	+ 7.01	17 1/4	10 1/4	7	1,978	26,208
KANSAS STATE NET.	KSBN	O	11	10	+	1	+ 10.00	11	4 3/4	10	1,727	18,997
LEE ENTERPRISES	LNT	A	24 3/4	23 1/4	+	1/2	+ 2.15	24 3/4	18	7	6,762	160,597
LIBERTY	LC	N	23 3/4	23 1/4	+	1/2	+ 1.15	24 3/4	18	6	24,675	441,065
MCGRATH-HILL	MHP	N	17 7/8	17 7/8	-			19 5/8	15 5/8	9	101,878	101,878
MEDIA GENERAL	MHG	A	14	14 1/8	-	1/8	+ .88	13 5/8	7	7,277	86,072	
MEREDITH	MDP	N	20	27 7/8	+	1/8	+ .44	29 7/8	17 3/8	7	3,074	273,487
METROMEDIA	MET	N	41 1/4	37 3/8	+	3 7/8	+ 10.36	41 1/4	25 1/4	9	6,594	110,949
MULTIMEDIA@00	MHEO	O	16 3/4	17 1/4	-	1/4	+ 1.47	27 1/2	16 1/4	8	11,242	221,301
NEW YORK TIMES CO.	NYKA	A	19 3/8	18 1/4	+	1 1/8	+ 6.16	19 15/16	15 3/8	7	2,290	44,082
OUTLET CO.	OTU	N	19 1/4	19 7/8	-	5/8	+ 3.14	24 1/4	16 5/8	7	2,381	7,440
POST CORP.	POST	O	22	22	-			24	16 1/4	7	867	19,074
REEVES TELECOM	RBT	A	3 1/8	3 1/8	-			3 1/8	1 3/4	52	8,300	532,125
ROLLINS	RDL	N	16 1/8	17 1/4	-	1 1/8	+ 6.52	24 1/4	16 1/8	8	33,000	54,266
RUST CRAFT	RUS	A	23 5/8	24	-	3/8	+ 1.56	24	8 1/2	14	2,297	26,971
SAN JUAN RACING	SJR	N	10 3/4	9 3/8	+	1 3/8	+ 14.66	11 3/4	7 5/8	16	2,509	54,084
SCHEIDING-PLough	SGP	N	27	28	-	1	+ 3.57	44 3/4	27	9	1,460,268	1,460,268
SOMERSON	SGB	A	5 5/8	10 1/2	+	1 1/8	+ 10.71	12 7/8	8 3/8	5	1,103	12,822
TECH OPERATIONS	TC	A	3 1/2	3 5/8	-	1/8	+ 3.44	4 3/4	2 3/8	17	1,344	4,704
TIMES MIRROR CO.	TMC	N	23	23 1/2	-	1/2	+ 2.12	25 3/8	20 3/4	9	33,911	779,953
WASHINGTON POST CO.	WPO	A	32 1/4	32	+	1/4	+ .78	35 1/8	21 3/4	8	8,476	273,351
WOMETCO	WOM	N	13	13 3/8	-	9/8	+ 2.80	14 3/4	10 7/8	9	9,404	122,252
										TOTAL	362,975	8,350,610

## Cablecasting

ACTON CORP.	ATN	A	7 1/2	6 7/8	+	5/8	+ 9.09	7 1/2	3 1/8	8	2,710	20,325
AMECO	ACD	O	38 1/2	40	-	1 1/2	- 3.75	41 3/4	19 3/4	21	3,863	148,725
AMERICAN TV & COMM.	AMTV	O	7/8	7/8	-			7/8	1/8	2	2,125	1,859
ATHENA COMM. <sup>00</sup> &	BSIM	O	4 1/4	4 1/2	-	1/4	+ 5.55	4 3/4	3 1/8	19	8,370	35,572
BURNUP & SIMS	CBU	O	1 1/4	1	+	1/4	+ 25.00	1 1/4	1/2	6	663	828
CABLE INFO.	COMU	O	6 1/2	6 3/4	-	1/4	+ 3.70	6 3/4	3 3/4	11	1,651	10,731
COMCAST	ENT	O	11 3/8	10 3/8	+	1	+ 9.63	11 3/8	3 5/8	28	4,816	54,782
COMM. PROPERTIES	ENT	O	2 1/4	2 1/4	-			2 1/4	7/8	2	979	2,202
GENERAL INSTRUMENT	GRL	N	24 1/4	24 1/4	-	1	+ 4.70	23	17 5/8	8	7,508	152,037
GENEVE CORP. <sup>00</sup>	GENV	O	11 3/6	11 1/9	+	1/4	+ 2.24	12 1/2	7 1/2	1,124	12,751	
TELE-COMMUNICATIONS	TCOM	O	13	13 3/8	-	3/8	+ 2.80	14	2 1/8	65	5,231	66,653
TELEPROMPTER	TP	N	9 1/2	8 5/8	+	7/8	+ 10.14	9 1/2	6 3/4	22	16,793	159,533
TEXSCAN	TEXS	O	1 3/4	1 5/8	+	1/8	+ 7.69	2 1/4	10	786	1,375	
TIME INC.	TL	N	34 3/4	35 7/8	-	1 1/8	+ 3.13	38 1/4	31 3/4	2	20,349	707,127
TOCOM	TOCM	O	3 3/4	3 3/4	-			4 5/8	2 1/4	8	894	3,352
UA-COLUMBIA CABLE	UACC	O	24 1/2	23 3/4	+	3/4	+ 3.15	26	15 1/2	16	1,679	41,135
UNITED CABLE TV	UCTV	O	10 3/4	10 5/8	+	1/8	+ 1.17	10 3/4	3 7/8	37	1,915	20,586
VIACOM	VIA	N	18 3/4	17 1/2	+	1 1/4	+ 7.14	20	9 1/2	14	3,750	70,312
										TOTAL	86,453	1,511,885

Stock symbol	Exch.	Closing Wed. Feb. 15	Closing Wed. Feb. 8	Net change in week	% change in week	1977-78	P/E ratio	Approx. shares out (000)	Total market capitaliza- tion (000)		
<b>Programming</b>											
COLUMBIA PICTURES	CPS	N	15 7/8	15 7/8	-	-	20 1/2	7 3/8	6	6,748	
DISNEY	OIS	N	33 3/8	34 1/2	- 1 1/8	+ 1/4	32 26	47 5/8	32 1/2	32,380	
FILMWAYS	FHY	A	9 1/8	8 7/8	-	-	2,81	9 7/8	7	2,579	
FOUR STAR			1	1 1/4	-	-	20,00	1 1/4	3/4	10	666
GULF + WESTERN	GW	N	11 3/4	11 3/4	-	-	18 28	10 1/4	5	48,215	
MCA	MCA	N	33 1/2	35	- 1 1/2	-	4,28	42 3/4	32	18,554	
MGM	MGM	N	25 7/8	26 1/2	-	-	2,35	28	16	14,111	
TRANSAMERICA	TA	N	13 5/8	14	-	-	2,67	16 1/2	13 1/2	6,6781	
20TH CENTURY-FOX	TF	N	22 1/8	23 3/4	-	-	2,74	28 7/8	10	7,786	
VIDEO CORP. OF AMER.	VCA	O	4 1/4	4 1/2	-	-	1,55	6 1/2	3 1/2	6,973	
HARNER	HCI	N	32 7/8	31 7/8	+ 1	-	3,13	32 7/8	25 3/4	7	14,352
WRATHER	WCO	A	9 1/8	8 7/8	+ 1/4	+ 1/4	2,81	9 1/4	4 1/2	9	2,243
								TOTAL	215,388	4,343,792	

**Service**

BBOO INC.	BBDO	O	26	25 1/4	+ 3/4	+ 3/4	2,97	29 3/4	22 1/2	7	2,513	65,338
COMSAT	CST	N	33 1/2	33 1/4	+ 1/4	+ 1/4	1,75	38 3/4	28 3/4	9	10,000	335,000
ODYSSEY DANE-BERNBACH	DPYBL	O	18	18 3/4	+ 1/4	+ 1/4	4,00	22	16 1/4	6	1,876	33,768
FOOTE CONE & BENOING	FCB	N	17 1/8	16 3/4	+ 3/8	+ 3/8	2,23	18	13 3/4	7	2,304	39,456
GREY ADVERTISING	GREY	O	28	28	-	-	32	16 1/2	5	716	20,048	
INTERPUBLIC GROUP	IPG	N	28 2/8	28 3/8	-	-	39 1/4	22 1/2	8	2,397	67,731	
MCI COMMUNICATIONS	MICIC	O	3 7/8	4	-	- 1/8	3,12	4 1/4	7/8	39	20,137	78,030
MOVIELAR	MQV	A	1 1/8	1 1/4	- 1/8	- 1/8	10,00	3	1	8	1,410	1,586
MPO VIDEOELECTRONICS	MPO	A	4 5/8	4 5/8	-	-	9	4	7	520	2,405	
A. C. NIELSEN	NIELB	O	22	22 1/4	-	- 1/4	1,12	22 1/2	18 7/8	12	10,332	238,304
OGILVY & MATHER	OGIL	O	37 3/4	37 1/4	+ 1/2	+ 1/2	1,34	41 3/4	31	7	1,805	68,138
J. WALTER THOMPSON	JWT	N	23	23	-	-	24 5/8	15 1/8	8	2,649	60,927	
								TOTAL	57,149	1,010,731		

**Electronics/Manufacturing**

AEL INDUSTRIES	AELBA	O	5 1/4	5 5/8	- 3/8	-	6,66	6	2 3/8	6	1,672	8,778
AMPEX	APX	N	11 1/4	12 1/4	- 1	-	8,16	12 1/4	7 3/8	11	10,924	122,895
ARVIN INDUSTRIES	ARV	N	18	17 1/4	+ 3/4	+ 3/4	4,34	20 3/4	14 1/2	4	5,959	107,262
CCA ELECTRONICS	CCA	O	5 5/8	5 5/8	-	-	20	5/8	1/8	3	897	560
CETEC	CEC	A	4 1/8	4 1/8	-	-	4	1/4	1 3/4	13	1,654	6,822
COHU	COH	A	2 7/8	3 1/8	-	- 1/4	8,00	3 1/2	2 1/8	9	1,779	5,114
CONRAC	CAX	N	19 3/4	21 1/2	- 1 3/4	-	8,13	27 1/4	19 5/8	6	1,803	35,609
EASTMAN KODAK	EASKO	N	44 1/8	44 1/8	- 2	-	4,33	83 3/4	44 1/8	11	161,369	7,120,407
FARINON	FARN	O	9	8 1/2	+ 1/2	+ 1/2	5,88	12	8	9	4,628	41,652
GENERAL ELECTRIC	GE	N	45 3/4	47 3/4	- 2	-	4,18	56 5/8	45	10	184,581	8,444,580
HARVEY CO. INC.	HRS	N	41 7/8	42 1/2	-	- 5/8	1,47	45 3/4	28	12	12,236	512,382
HARVEL INDUSTRIES	HARV	O	1 1/4	1 1/4	-	-	5	1/2	3 1/8	11	4,000	2,731
INT'L. VIDEO CORP.	IVCP	O	1	1	-	-	2 3/8	1/4	-	2,701	2,731	
MICROWAVE ASSOC. INC	MAI	N	30 1/2	31 5/8	- 1 1/8	-	3,55	31 5/8	20 1/4	12	1,320	40,260
3M	MHM	N	46 5/8	47 1/4	- 5/8	-	1,32	57	46 1/4	14	115,765	5,374,230
MOTOROLA	MOT	N	36 1/4	35 7/8	+ 3/8	+ 3/8	1,04	56 7/8	34 1/4	11	28,544	1,034,720
N. AMERICAN PHILIPS	NPH	N	26 1/2	25 7/8	+ 5/8	+ 5/8	2,41	36 7/8	26 7/8	6	12,033	318,874
DAK INDUSTRIES	DAK	N	18 1/4	17 7/8	+ 3/8	+ 3/8	2,09	19	9 5/8	21	1,697	30,970
RCA	RCA	N	24 3/8	25 5/8	- 1 1/4	-	4,87	31 3/4	22 3/4	8	74,810	1,823,493
ROCKWELL INT'L.	ROK	N	30 1/4	30 3/4	- 1/2	-	1,62	36 3/4	28 1/4	7	33,600	1,016,400
RSC INDUSTRIES	RSC	A	2 1/4	2 3/4	- 1/2	-	18,18	2 3/4	1 5/8	9	2,690	6,052
SCIENTIFIC-ATLANTA	SFA	A	20	21 5/8	- 1 5/8	-	7,51	23 1/2	16 3/4	12	1,649	32,980
SOUND CORP.	SNC	N	7 3/4	8	-	- 1/4	3,12	10 3/8	7	12	172,500	1,336,875
TEKTRONIX	TEK	N	34 1/4	33 3/8	- 1 1/8	-	4,18	68 1/2	28 1/4	12	17,800	6,097,000
TELETRONIX	TLM	O	1 3/8	1 1/8	+ 1/4	+ 1/4	22,22	1 3/8	1/2	2	1,050	1,443
VARIAN ASSOCIATES	VAR	N	16 7/8	17 7/8	- 1	-	4,59	21	14 3/4	10	6,838	115,391
WESTINGHOUSE	WX	N	17 7/8	18 3/4	-	-	4,66	22	16 1/4	6	87,634	1,562,882
ZENITH	ZE	N	13 1/4	13 5/8	-	- 3/8	2,75	28	13 1/4	17	18,813	249,338
								TOTAL	966,735	29,964,497		
								GRAND TOTAL	1,767,402	48,160,258		

**Standard & Poor's Industrial Average**

97.8 90.0 +7.8

A-American Stock Exchange  
 M-Midwest Stock Exchange  
 N-New York Stock Exchange  
 O-over-the counter (bid price shown)  
 P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Homborner & Weeks, Hemphill-Noyes Inc.  
 Washington  
 Yearly high-lows are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

\*Stock did not trade on Wednesday, closing price shown is last traded price.  
 \*\*N/P E ratio is computed, company registered net loss.  
 \*\*\*Stock split.  
 +Traded at less than 125 cents.

# Profile

## High fidelity and humanism make up Harman blend

In the old days, Under Secretary of Commerce Sidney Harman might have been called a captain of industry. He could also serve as a model for a Horatio Alger story. And he can be seen as one of those individuals who comes along every once in a while to prove that pursuit of humanistic goals is not necessarily a one-way trip to disaster for a businessman: To the contrary, his pursuit of those goals, which involve treating employees with respect and dignity, has paid off handsomely.

These are some of the things members of the communications community may find significant as they examine the background of a man who is likely to play an important role in the development of telecommunications policy in the Carter administration. With lines of responsibility running to all Commerce Department agencies, Dr. Harman will in effect be Henry Geller's boss after Mr. Geller's expected nomination and confirmation as assistant secretary of commerce in charge of the new National Telecommunications and Information Administration. That action is expected in the next couple of weeks.

It's a responsibility Dr. Harman is anticipating with relish. He describes Mr. Geller, the former FCC general counsel in whose selection Dr. Harman played a major role, as a "most admirable fellow." And he says NTIA will be doing some of the "most important work" in the Commerce Department in the coming decade—"enormous," in fact. "It's an enormous field with enormous challenges, enormous problems and enormous opportunities," he says.

The enthusiasm is understandable, given Dr. Harman's background. As co-founder in 1953 of Harman-Kardon Inc., he was one of the pioneers of the high fidelity industry in the U.S., and a successful one; the company, renamed Harman International Industries Inc., and with 12 divisions, four of them in Europe, was sold last year to Beatrice Foods, a conglomerate, in an exchange of stock valued at \$100 million. And for four years in the 1960's, Dr. Harman was directly involved in the cable television industry as president and chief executive officer of Jerrold Electronics Corp. After Harman-Kardon and Jerrold had merged, that merger, however, eventually became unstuck (there were "policy differences," he says) and Dr. Harman regained control of Harman-Kardon.

Finally, as another reason for his interest in the responsibilities he will have in connection with NTIA, Dr. Harman mentions "my own sociological attitude of



Sidney Mortimer Harman—under secretary of commerce; b. Montreal, Aug. 5, 1918; BS, City College of New York, 1940; postgraduate studies, Brooklyn Polytechnic Institute and New York University; both 1941-42; PhD, Union Graduate School, Yellow Springs, Ohio, 1973; assistant to president, and then executive vice president, Bogen Co., New York, 1940-1953; chairman, president and chief executive officer, Harman-Kardon Inc., 1953-1963; president and chief executive officer, Jerrold Electronics Corp., 1963-67; president and chief executive officer, Harman International Industries Inc., 1967-77; chairman added to title, 1973 m. Sylvia Stern, divorced; children—Lynn Quirk, Barbara Harman, Gina Small, and Paul Harman.

where we are." That attitude, given his history, seems to reflect concern for improving the human condition. For years, he was active in the civil rights movement, and is a trustee of the Martin Luther King Center for Social Change. While running Harman International, he served as president for several years of Friends World College, an experimental institution with several campuses around the world. Students attend them seriatim in the process of acquiring what Dr. Harman calls a "polylingual, polycultural and polynational" education. Struck by what he saw as the parallels between the relationship of the college and its students and Harman International and its employees, he returned, at age 51, to graduate school to study that relationship formally. He earned a doctorate in social psychology from Union Graduate School, Yellow Springs, Ohio, and that experience, in turn, led to the introduction of unorthodox management techniques at Harman International plants designed, as some have described them, as "work humanization programs."

To Dr. Harman, the techniques—which include such things as an employee stock

plan, employee newspapers free to criticize management, plant schools offering a variety of courses, and production schedules that permit workers who finish work early to go home early—are aimed at eliminating the sense of alienation he feels most colleges and businesses foster in their students and employees. Stated starkly, the operating principles sound simplistic—mutual trust, fair treatment, recognition of the individual as an individual, job security and the opportunity for individuals to have a voice in decisions affecting them. But if the program makes Dr. Harman sound like a do-gooder—whatever connotation one wishes to attach to that term—it should be noted that Dr. Harman has done well, as the merger with Beatrice Foods indicates. In recent years, Harman International recorded growth that compounded at an annual sales rate of more than 34% and at an annual profit rate of almost 39%.

Dr. Harman entered the high fidelity field when most of those seeking to improve the sound quality of recorded music were hobbyists. Dr. Harman was one of them. It was during World War II; he was in his first job after graduating from City College of New York, at the Bogen Co., a manufacturer of public address systems. As a lark, he and friends modified some of the products in an effort to play records—on transcription tables borrowed from local radio stations—at levels of fidelity far superior to that possible on the phonographs of the day.

After the war, Dr. Harman persuaded the company to add to its product line some equipment with which he had been experimenting. But by 1953, he and a fellow employee, Bernard Kardon, were ready to strike out on their own. And their company, which arrived on the scene at about the same time public excitement over quality sound was growing, was, Dr. Harman recalls, an "immediate" and "phenomenal success."

In the discussions preceding the decision to scrap the White House's Office of Telecommunications Policy, and merge its functions with those of Commerce's Office of Telecommunications and place the resulting agency within Commerce, one of the disadvantages of that arrangement was said to be the likelihood the unit would lack the prestige the White House location had given OTP to carry out its responsibility for formulating telecommunications policy. But Dr. Harman, who might be considered a businessman-romantic or a can-do idealist, has no doubts. The Department of Commerce "will have a significant role to play in telecommunications policy," he says. "And," he adds, almost as if speaking of hi-fi equipment, "I expect it to play it well."

# Editorials

## Off-campus tenure

FCC Chairman Charles D. Ferris has at last given up his extended search for a footloose genius to run the FCC's inquiry into television networking. He has settled for two co-directors, presumably in despair of discovering one human with all the talents he was looking for.

The doubling of original specifications is, of course, in line with other giant strides taken in the Carter plan to cut back the bureaucracy and reduce regulation. As has been noted here before, the FCC's general expense is going up, and Mr. Carter's new National Telecommunications and Information Administration is budgeted well above the combined costs of the two agencies—the White House Office of Telecommunications Policy and the Commerce Department Office of Telecommunications—that it is scheduled to replace. Businesses outside the communications field must have been on the administration's mind when it has talked of deregulation.

The network study staff, Mr. Ferris has told the Congress, will number 10 and take perhaps three years to complete its work. History suggests that the chairman may be an optimistic in that forecast as he was last year when he promised to appoint the staff within 30 days of his taking office last October.

Long memories will recall that the FCC in 1955 hired a network study staff of 13 members to investigate approximately what Mr. Ferris's recruits are now hired to investigate. In 1957 that staff submitted a report recommending many regulations that the FCC eventually adopted, and a few that it didn't, but saying that much of its work was incomplete. At that point the FCC established a permanent Office of Network Study that spent years conducting hearings and issuing reports that materialized into the prime time access rule that took half an hour of evening programming away from the networks. The access rule, first adopted in 1970, has been modified as recently as 1975. With all those network restraints on the books, why must a new band of lion tamers be hired now? The answer says as much about the network's resourcefulness and basic values in the television system as about the FCC's ability to understand the real world of television programming and distribution.

Whatever the outcome of Mr. Ferris's study, the names of Professors Thomas G. Krattenmaker and Stanley M. Besen will take their places alongside those of others who have entered the cage to face down the beastly networks: Roscoe L. Barrow in the phase that ended with the Barrow Report of 1957, Ashbrook P. Bryant who made a career of it afterward. If the professors like it at the FCC and consult the precedents, they can probably stretch their new jobs into infinity.

## First things first

The lonely voice of Senator William Proxmire (D-Wis.) was raised again last week in advocacy of his bill to repeal the Communications Act's Section 315, which contains the fairness doctrine and the requirement of equal time for political candidates. Mr. Proxmire offered an amendment that he said was intended to disengage his legislation from present arguments over sex and violence in broadcast programming.

"I am not advocating that the FCC should gain, retain or lose any power to regulate expressions of sex and violence on radio and TV," said the senator. "I phrase it this way because it is not now clear exactly what power the FCC may or may not have in this area."

We would have liked it better if Senator Proxmire had said that

the First Amendment is as applicable to sex and violence as to other presentations on the air. Still, he has a practical point in attempting to head off the kind of diversionary argument that can sidetrack serious discussion of equal-time and fairness-doctrine issues.

The biggest problem facing Mr. Proxmire's legislation is the disinclination of his colleagues to consider it. Across the Capitol, Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, has frequently mentioned an interest in correcting Section 315, but his more recent statements on pending legislation have been confined to the larger enterprise of rewriting the whole Communications Act—a project that he now concedes may take longer than he once thought it would.

While the main event drags on, probably into the next Congress, perhaps Mr. Van Deerlin will reconsider his intention to bypass smaller projects in the broadcast field. It would cause no delay in the big rewrite if Mr. Van Deerlin began work on repeal of Section 315. For good measure he could throw in the lengthening of broadcast license terms that he has at times also suggested as a laudable objective.

## Two who mattered

John Royal died last week at the age of 91. Bill Hedges died a few weeks earlier (BROADCASTING, Jan. 23) at 82. They were contemporaries at NBC, and both, in entirely different ways, had much to do with shaping broadcasting practices.

It would be hard to overestimate the contributions of John F. Royal to, first, radio and then, television in their development as major entertainment media. He was a showman of keen wit and engaging personality, equally at ease with the biggest stars of the day and with novice talents that he started on the way to stardom. His innovations are common standards now.

While Mr. Royal concentrated on what got on the air, William S. Hedges was pioneering in the arrangements of program delivery. At the outset of his career he was simultaneously the radio editor of the *Chicago Daily News* and manager of the paper's radio station, which later became NBC's. He went on to a career with many executive assignments, including a long term in affiliate relations. He was among the founders of the National Association of Broadcasters and its president in 1928-29. After his retirement from NBC he remained active as chief architect of the Broadcast Pioneers history project and library.

There are younger broadcasters who may never have heard of either man, but there is no broadcaster who is without debt to both of them.



Drawn for BROADCASTING by Jack Schmidt

"Now where is that damn dog?"

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17	WTG	WASHINGTON D.C.	8
17	WTTV	INDIANAPOLIS	20
15	WGN	CHICAGO	9
15	WNEW	NEW YORK	1
15	WTCG	ATLANTA	16
14	KTTV	LOS ANGELES	2
14	KTVT	DALLAS/FT. WORTH	11
14	WTOG	TAMPA/ST. PETERSBURG	17
14	WTV	MILWAUKEE	25
13	KPLR	ST. LOUIS	12
13	KSTW	SEATTLE/TACOMA	18
13	KTVU	SAN FRANCISCO/OAKLAND	6
13	WXIX	CINCINNATI	25
12	KWGN	DENVER	21
12	WCIX	MIAMI	15
12	WUAB	CLEVELAND	9
11	WKBD	DETROIT	7
11	WPIX	NEW YORK	1



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\*SOURCE:

Arbitron reports November 1977 sign on to sign off metro share of audience top 25 markets. Based on the number of households in ADI 1/1/78.

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